



AN **IHG**® HOTEL



## Offering Memorandum

HOLIDAY INN EXPRESS - HARVEY - MARRERO | HARVEY, LA | 91 KEYS

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# DISCLAIMER & LIMITING CONDITIONS

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Bull Realty has been retained as the exclusive listing broker to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

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This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Bull Realty, Inc. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.



# THE OFFERING





# EXECUTIVE SUMMARY

HOLIDAY INN EXPRESS HARVEY - MARRERO | HARVEY, LA | 91 KEYS



## PROPERTY OVERVIEW

Opportunity to acquire a fee simple franchise branded hotel in the New Orleans submarket. This well-maintained property enjoys consistently strong occupancy and is currently owner-operated.

The Holiday Inn Express Harvey-Marrero is located on the West Bank of New Orleans, making it one of the most convenient hotels in Harvey, LA. Since the hotel is just minutes from Downtown New Orleans, travel is convenient for both corporate and leisure guests.

Corporate guests will enjoy the hotel's central location in Harvey. It is minutes from the Chevron USA, ConocoPhillips and Philips 66 plants, as well as Belle Chasse Naval Air Station Base and the 1.1 million SF Ernest Morial Convention Center.

The Holiday Inn Express is also ideal for leisure guests and offers easy access to some of New Orleans' biggest attractions such as the Audubon Zoo, Mercedes-Benz Superdome or the legendary French Quarter.

## PROPERTY HIGHLIGHTS

- Stable income history
- Available individually or packaged with the 80-room Holiday Inn Express & Suites in Lafayette and 137-room Holiday Inn in Lafayette
- Additional  $\pm$  3 acres adjacent to the property available for \$500,000

**DO NOT CALL THE GENERAL MANAGER, WALK THROUGH THE PROPERTY OR DISTURB THE EMPLOYEES.**

**ALL PROPERTY TOURS MUST BE ARRANGED WITH BULL REALTY.**

 **PRICE \$7,500,000**



# HOLIDAY INN OVERVIEW

HOLIDAY INN EXPRESS HARVEY - MARRERO | HARVEY, LA | 91 KEYS

## SITE DESCRIPTION

|                        |   |
|------------------------|---|
| Address                | 2433 Manhattan Blvd<br>Harvey, LA 70058 |
| Year Built             | 2003                                    |
| Site Size              | ± 2 Acres                               |
| Type of Ownership      | Fee Simple                              |
| Tier                   | Limited-service                         |
| Number of Buildings    | 1                                       |
| Number of Floors       | 3                                       |
| Number of Keys         | 91                                      |
| Parking                | 98 Surface Spaces                       |
| Handicap Accessibility | Available                               |

## CONSTRUCTION/MECHANICAL

|            |                               |
|------------|-------------------------------|
| Foundation | Concrete                      |
| Framing    | Wood                          |
| Exterior   | Stucco/EIFS                   |
| Parking    | Concrete                      |
| Roof       | Pitched with Asphalt Shingles |
| HVAC       | PTAC (in rooms)               |
| Elevator   | 1                             |

## FRANCHISE

|                         |                     |
|-------------------------|---------------------|
| Franchise Company       | IHG                 |
| Affiliation             | Holiday Inn Express |
| Franchise Royalty Fee   | 5% of Gross Revenue |
| Franchise Marketing Fee | 3% of Gross Revenue |

## FINANCIAL

|            |             |
|------------|-------------|
| Price/Key  | \$82,471    |
| Sale Price | \$7,500,000 |





# HOLIDAY INN OVERVIEW

HOLIDAY INN EXPRESS HARVEY - MARRERO | HARVEY, LA | 91 KEYS



AN IHG® HOTEL

## SUITE BREAKDOWN

|                             |           |
|-----------------------------|-----------|
| King Bed                    | 39        |
| Two-Queen Bed               | 37        |
| King Suites                 | 15        |
| <b>Total Number of Keys</b> | <b>91</b> |

## WELL-MAINTAINED ASSET IN VERY GOOD CONDITION

Property was built in 2003 and will require a Formula Blue Upgrade as part of the Change of Ownership PIP.

## UNENCUMBERED BY MANAGEMENT

The Holiday Inn Express will be sold unencumbered by management, providing the new owner the flexibility to review a variety of management alternatives to enhance sales and marketing strategies, operational efficiencies and bottom-line performance.

## GUEST-ROOMS

The property features 91 guest rooms. Each standard room offers free high-speed internet access, microwave, fridge and a 32-inch flat screen TV with premium channels.

## ADDITIONAL AMENITIES

- Fitness Center
- Meeting Room
- Business Center
- Continental Breakfast Included
- Outdoor Pool
- On-site Guest Self-Laundry Facilities



# OUTPARCEL AERIAL

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# PROPERTY PHOTOS

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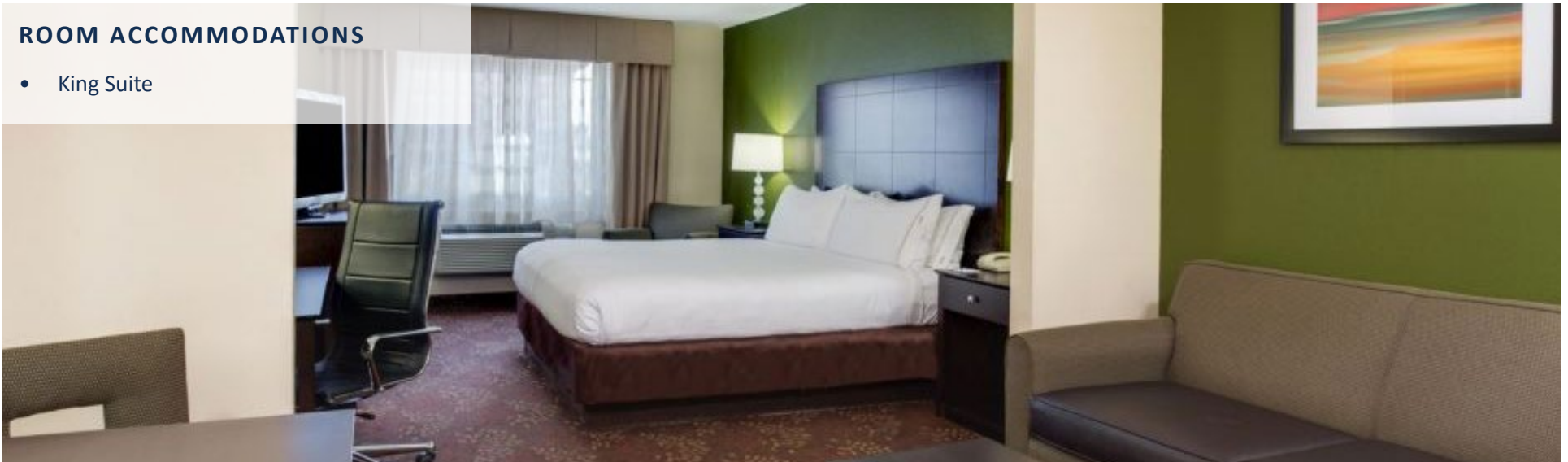
## ROOM ACCOMMODATIONS

- King Room



## ROOM ACCOMMODATIONS

- King Suite



# PROPERTY PHOTOS

HOLIDAY INN EXPRESS HARVEY - MARRERO | HARVEY, LA | 91 KEYS



## ROOM ACCOMMODATIONS

- King Suite





# PROPERTY PHOTOS

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BUSINESS CENTER & BREAKFAST ROOM





# PROPERTY PHOTOS

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## HEATH & WELLNESS

- Outdoor Pool & Fitness Center





# PROPERTY PHOTOS

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LOBBY





# ABOUT THE AREA





# AREA OVERVIEW

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## LOCATION OVERVIEW

Harvey, located in Jefferson Parish, is on the West Bank of the Mississippi River and the Harvey Canal, which is a vital shipping route to the Gulf of Mexico. Harvey is on the south side (referred to as the “West Bank”) of the Mississippi River in the New Orleans MSA. Harvey features numerous hotels, restaurants, shopping, a casino and is a short 15-minute drive from New Orleans.

## JEFFERSON PARISH

Jefferson Parish is the state’s most populous parish and home to two of its largest employers. The Parish stretches from the south shore of Lake Pontchartrain to the Gulf of Mexico at Grand Isle, making it the business gateway to the region. A great deal of its commercial success is due to the Mississippi River, which flows through the parish, and creates an exceptional transportation infrastructure including large port operations, major railways and the Louis Armstrong New Orleans International Airport. Major industries in the parish include medical, oil, gas, marine and white-collar services.

## GREATER NEW ORLEANS AREA

Each of the eight parishes within the New Orleans MSA can make a strong argument for business investment individually but collectively they represent a strong economic force. The eight parishes composing the New Orleans MSA are unique, each having its own character, attractions and strategic business advantages.

The area provides the perfect environment for businesses to grow. The New Orleans MSA is home to the largest port complex in the Western Hemisphere. That, combined with extensive port, rail, air, and highway access, provides the region unparalleled infrastructure for international trade. 88% of the nation’s oil rigs are off its coast; the area is one of the top three producers in the country for oil and gas.

The region boasts a civilian labor force of over 650,000 and there are over 65,000 students enrolled in the region’s nine universities and eight community/technical colleges.





# AREA OVERVIEW

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## THE GREATER NEW ORLEANS ADVANTAGE

- **Conditions** – The cost of doing business in New Orleans is less expensive than major markets
- **Incentives** – The State of Louisiana offers some of the deepest, most flexible incentives in the country
- The region provides a unique quality of life, access to unparalleled infrastructure and a comprehensive, innovative incentives package

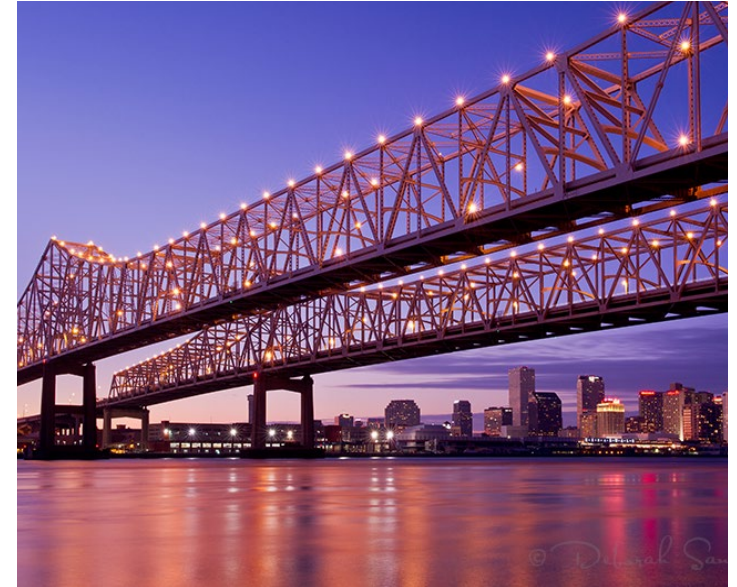
The New Orleans MSA's proximity to the Gulf of Mexico makes it a national hub for the oil and gas industry. Offshore rigs, multiple refineries and large pipelines provide jobs that supply oil to the country. International oil companies including Shell and Chevron USA have regional offices in the New Orleans area. This major industry is supported by four deep-water ports, making the city one of the busiest port cities in the country. As the first major metropolitan area in the Lower Mississippi, New Orleans has attracted shipping, freight, and logistics companies from around the globe.

Equally vital to the city's economy is the tourism industry. Home to some of the nation's top hotels, restaurants and cultural attractions, the region had more than nine million tourists who spent over six billion dollars in the city alone. From gourmet dining to haunted history tours, there are a wealth of high-end jobs in the area's eclectic tourism scene.

New Orleans is quickly becoming a leader in sustainability and ecosystem resulting in a growing number of companies relocating to the region and specializing in the emerging environmental sector. This includes environmental engineering, water management, landscape design and energy efficiency.

These sectors will soon be complimented by an even more robust medical industry supported by the development of the Greater New Orleans BioDistrict which is currently under construction in the heart of the city. The BioDistrict will span downtown and Mid-City areas of New Orleans creating 34,000 new jobs for the region over 8-10 years and \$3.3 billion in economic activity. The vision is to create destination healthcare and incentives for bio-science research through the growth of this sector.

As a result of the diverse economic activity and influx of young talent, the area is emerging as a hotbed of entrepreneurial activity. This spirit of entrepreneurship means New Orleans now leads the nation by 56% in number of start-ups per capita, according to the Greater New Orleans Community Data Center. These start-ups are supported by significant initiative factors, such as a variety of business incubators, affordable shared workspaces and supportive non-profit partners.



# MAJOR EMPLOYERS

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## HARVEY MAJOR EMPLOYERS

| #  | Company                               | Product/Service    | Employees |
|----|---------------------------------------|--------------------|-----------|
| 1  | Ochsner Medical Center                | Healthcare         | 7,832     |
| 2  | Jefferson Parish Public School System | Education          | 6,203     |
| 3  | Harrah's Hotel & Casino               | Hospitality/Gaming | 4,200     |
| 4  | Tulane University                     | Education          | 4,100     |
| 5  | University of New Orleans             | Education          | 3,425     |
| 6  | Entergy                               | Energy             | 2,600     |
| 7  | University Medical Center             | Healthcare         | 2,396     |
| 8  | Children's Hospital                   | Healthcare         | 2,139     |
| 9  | Boh Brothers Construction             | Construction       | 1,650     |
| 10 | Tulane Medical Center                 | Healthcare         | 1,529     |
| 11 | West Jefferson Medical Center         | Healthcare         | 1,526     |
| 12 | Luzianne Coffee Co.                   | Food/Beverage      | 1,454     |
| 13 | US Army Corps of Engineers            | Military           | 1,430     |







## THE HARVEY CANAL

Located on the West Bank of the Mississippi River in Jefferson Parish, LA, the canal provides one-hour access to the Mississippi River and the Port of New Orleans. Businesses located on the canal understand the unique advantages of operating and transporting via shallow waters, while having the ability to utilize the services of the adjacent deep-water port, a configuration that cannot be found elsewhere between New Orleans and Baton Rouge. Many opportunities exist for development on the Harvey Canal on various sized parcels of waterfront property. In addition to water transportation, the canal is situated near Interstate 10 and on U.S. Hwy 90 and boasts rail connections from all six Class 1 rail carriers.

The Harvey Canal's excellent access to rail, interstate highways, and inland waterways via the Mississippi River and its tributaries provide numerous options for getting business products to any corner of the U.S. Additionally, the Harvey Canal has four well-defined, shallow water access routes to the Gulf of Mexico for transporting goods to international destinations.

- The Harvey Canal is a 12 feet x 125 feet-maintained channel
- Located immediately upriver from the Port of New Orleans
- Only area with rail connections from all U.S. Class 1 carriers
- 2,000 acres of waterfront property directly on the Harvey Canal
- International and cargo air service from the Louis Armstrong International Airport
- Both heavy and light industry can be accommodated



## PORT OF NEW ORLEANS

The Port of New Orleans is a deep-draft multipurpose port at the center of the world's busiest port system; Louisiana's lower Mississippi River. Specializing in breakbulk and container cargo as well as passenger cruises. It is the port of choice for a wide range of cargoes that include rubber, coffee, steel, containers and manufactured goods. Some 500 million tons of cargo move on the Mississippi River each year, including over half of the country's grain exports. With this volume of traffic, there is no doubt why the Port of New Orleans is considered America's gateway to global markets. The port also handles about 50,000 barges and 1 million cruise passengers annually, notably from Carnival and Norwegian Cruise Lines.

The Port of New Orleans is the United States' only deep-water port served by six major railroads, which are linked by the New Orleans Public Belt, a 25-mile-long railroad.

# DEMAND GENERATORS

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## MILITARY

The Naval Air Station Joint Reserve Base New Orleans (NAS JRB), located in Belle Chasse is a 3,239-acre (5.1 square miles) facility and 3.72 miles south of downtown New Orleans central business district.

The primary mission of Naval Air Station Joint Reserve Base New Orleans is the training of Navy and Marine Corps Reserve pilots and the fiscal, logistical and operational support for units from the Marine Corps Reserve, Coast Guard, Army, and Navy.



## CHILDREN'S HOSPITAL

Children's Hospital is a 224-bed, pediatric medical center offering a complete range of healthcare services for children. With over 40 pediatric specialties and more than 400 physicians, it is the only full-service hospital exclusively for children in Louisiana and the Gulf South.



## TULANE MEDICAL CENTER

Tulane Medical Center is an award-winning hospital and ER in New Orleans and offers advanced medical care in the Jefferson and Orleans parishes. The emergency room (ER) is within walking distance of the French Quarter. The hospital provides expert medical care for children and adults.



# DEMAND GENERATORS

HOLIDAY INN EXPRESS HARVEY - MARRERO | HARVEY, LA | 91 KEYS



## EAST JEFFERSON GENERAL HOSPITAL

Opening in 1971, East Jefferson General Hospital started as a 250-bed facility with almost 250 physicians serving the newly burgeoning suburbs of Jefferson Parish. Today, EJGH stands as a state-of-the-art hospital with more than 420 beds. Still a community hospital with a board comprised of representatives throughout the community, patients are served by a staff of more than 3,000 team members and more than 650 physicians.

## OCHSNER MEDICAL CENTER (part of Ochsner Health System)

Ochsner Medical Center is a part of Ochsner Health System, an academic, multi-specialty healthcare system comprised of 30 hospitals and over 80 health centers and urgent care centers throughout southern Louisiana. Ochsner Medical Center is located near Uptown New Orleans and includes acute and sub-acute facilities and centers of excellence: Ochsner Cancer Institute, Ochsner Multi-Organ Transplant Center and Ochsner Heart and Vascular Institute.

As a 767-bed acute care hospital, Ochsner Medical Center, offers the opportunity to learn and provide patient care at a Magnet facility with three Centers of Excellence, all the while gaining exposure to complex medical cases. This campus is also one of six training sites in the world for robotic surgery and is nationally known for many skilled physicians.

## UNIVERSITY MEDICAL CENTER

University Medical Center New Orleans, home of the Rev. Avery C. Alexander Academic Research Hospital. From the beginnings of Charity Hospital to the state-of-the-art, \$1.2 billion facility opened in August 2015, UMC fills a need no other hospital can. A public-private partnership with the State, UMC is Louisiana's largest training center for future healthcare professionals and the region's only verified Level 1 Trauma Center.





# NEW ORLEANS

## ACCOLADES



Best Place to Go

- *Frommer's 2018*



America's Biggest Brain Magnets

- *Forbes*



Favorite City in America

- *Travel + Leisure*



#3 Best Big City

- *Conde Nast Travelers 2018*

#4

Coollest City in America

- *Forbes 2017*



#9 Happiest Workers

- *Sokanu 2018*



#1 U.S. City for Foodies

- *Frommer's 2018*



#1 Most Improved Business City

- *Wall Street Journal*



# DEMAND GENERATORS

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## TOURISM

With hundreds of theater, art, live music, sports, festivals and recreational events each year, visiting New Orleans is a perpetual celebration. The City hosts more than 35 internationally acclaimed festivals and events year-round such as Mardi Gras, the New Orleans Jazz and Heritage Festival, French Quarter Festival, VooDoo Fest and ESSENCE® Fest. Food is a large part the New Orleans culture and more than 20 James Beard Awards winners (the Oscars of the culinary world) are among New Orleans restaurants and chefs.

The following are some of the awards the city has won or noted for:

- #1 Most Improved on the “Best Business Cities” list [Wall Street Journal]
- #1 on the list of “America’s Biggest Brain Magnets” [Forbes]
- #1 Place to Go in the World [New York Times], 2018
- #1 U.S. City for Foodies [Travel & Leisure], 2016
- #2 “Aspirational “City in the USA” [Daily Beast]
- #2 Favorite City [Travel+Leisure], 2017
- #3 Best Big City [Conde Nast Traveler], 2018
- #4 Coolest City in America [Forbes]
- #4 Top City in United States [Travel+Leisure]
- #4 Coolest City [Forbes], 2017
- #4 Best Winter Vacation in the World [U.S. News], 2018
- #8 Most Exciting Food City in the U.S. [Zagat], 2017
- #9 Happiest Workers, Louisiana [Sokanu], 2018
- #10 for City that Millennials Can afford and Actually want to live in [The Penny Hoarder]
- #11 America’s Best Cities for Arts, Culture & Entertainment [Resonance Report], 2018
- “Best Place to Go” in the World [Frommer’s] 2018
- Ranked as the Favorite City in America [Travel+Leisure]
- Top 10 Friendliest Cities in the U.S. [Conde Nast Traveler], 2016
- Home to NFL and NBA team – New Orleans Saints and New Orleans Pelicans
- 8 restaurants in the “Top 50 Southern Restaurants” [Open Table], 2018





# DEMAND GENERATORS

HOLIDAY INN EXPRESS HARVEY - MARRERO | HARVEY, LA | 91 KEYS



## THE NATIONAL WORLD WAR II MUSEUM

Offering a compelling blend of sweeping narrative and poignant personal detail, The National WWII Museum features immersive exhibits, multimedia experiences, and an expansive collection of artifacts and first-person oral histories, taking visitors inside the story of the war that changed the world. Beyond the galleries, the Museum's online collections, virtual field trips, webinars, educational travel programs and renowned International Conference on World War II offer patrons' new ways to connect to history and honor the generation that sacrificed so much to secure our freedom.

## MERCEDES - BENZ SUPERDOME

The Mercedes-Benz Superdome is a premier destination for every type of event, and the grand structure builds on that legacy continually. Located in the heart of the New Orleans Central Business District, the Superdome is among the most enviable venues in the nation. And with a stunning spot on the New Orleans skyline and its iconic design, the Superdome is one of America's most recognizable landmarks.



The Superdome is not only a key part of the landscape of Louisiana - it is also a critical piece of the region's history. In August 2005, the city was ravaged by Hurricane Katrina, and in the wake of the storm, many thought the facility would have to be demolished. In what became the biggest stadium reconstruction project in American history, the Mercedes-Benz Superdome was reborn. Its reopening was a spark in the city's post-disaster recovery and launched a phenomenal rebirth of the sports and entertainment business. With its beauty intact and brilliant lighting, the Superdome is a symbol of the strength of New Orleans, and the city's enduring spirit and resolve.



# DEMAND GENERATORS

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## FRENCH QUARTER

Often called the Crown Jewel of New Orleans, the French Quarter is one of NOLA's most historic neighborhoods. Visitors will find plenty of new mixed in with the old. There's a reimagined French Market, modern boutiques and artisan cocktails mixed with beloved antique stores and old restaurants.

Like the Creole aristocrats lining the galleries of the Historic New Orleans Collection, the French Quarter is a timeless portrait, especially come dusk when swallows glide above the fortunetellers on Jackson Square and St. Louis Cathedral's butter-crème-colored walls reflect the fiery sunset. Ghost tours troop past mad Madame LaLaurie's mansion while neon signs stutter to life on Bourbon Street, horse hooves clop, music throbs and gaslights flicker in a place full of long-told legends and those waiting to be born.

## MARDI GRAS

The holiday of Mardi Gras is celebrated in Southern Louisiana, especially in New Orleans. Celebrations are concentrated for about two weeks before and through Shrove Tuesday, the day before Ash Wednesday (the start of lent in the Western Christian tradition.) Usually there is one major parade each day (weather permitting) while many days have several large parades. The largest and most elaborate parades take place the last five days of the Mardi Gras season. In the final week, many events occur throughout New Orleans and surrounding communities, including parades and balls (some of them masquerade balls.)

## HARRAH'S NEW ORLEANS CASINO

The casino is near the base of Canal Street, a block away from the Mississippi River. It is a 115,000 SF casino with approximately 2,100 slot machines, over 90 table games and a poker room. Since its opening in 1999 Harrah's has been renting nearby hotel rooms to accommodate its guests. In order to avoid leasing rooms, the casino opened its own 27-story hotel tower with 450 rooms across the street from the casino. It is the only land-based private casino with table games in the state by Louisiana law (there are other casinos in the state with their gambling facilities on floating boats and horse racing racinos with slot machines.) It is referred to in state statute as "the official gaming establishment."



## NEW ORLEANS JAZZ & HERITAGE FESTIVAL

# NEW ORLEANS JAZZ & HERITAGE FESTIVAL

The New Orleans Jazz & Heritage Festival, often known as Jazz Fest, is an annual celebration of the music and culture of New Orleans and the state of Louisiana. The term “Jazz Fest” also refers to the days surrounding the festival and the many shows at unaffiliated New Orleans nightclubs scheduled during the festival weekends. Jazz Fest is held annually on the last weekend of April (Friday–Sunday) and the first weekend of May (Thursday–Sunday.)

The festival is a major tourist destination with economic importance for New Orleans rivaled only by Mardi Gras. Early Jazz Fests featured almost exclusively local acts. As the event’s popularity grew, the festival expanded to include nationally known acts.

According to the official website, “The Festival celebrates the indigenous music and culture of New Orleans and Louisiana, so the music encompasses every style associated with the city and the state: blues, R&B, gospel, Cajun, zydeco, Afro-Caribbean, folk, Latin, rock, rap, country, bluegrass and everything in between. And of course, there is lots of jazz, both contemporary and traditional.”





# TRAVEL INFRASTRUCTURE

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## AIRPORT

Louis Armstrong New Orleans International Airport serves as both a port of entry for visitors and a vital transportation resource for residents and companies. To adequately reflect New Orleans and service its growing population and business climate, a new, modern airport is currently under construction, targeted for completion in the first half of 2019.



## PORTS

The New Orleans region is part of the largest port system in the world as measured by tonnage. The region is one of the most highly connected to the national port, railroad and highway infrastructure, with a population base of 89 million people living in states located within a 600-mile radius of the port system.



## HIGHWAYS

The New Orleans Region benefits from a highly connected major highway system. Interstates 10, 55 and 12 all extend through the region. New Orleans strategic location has contributed to the viability of the transportation and distribution industries.



## RAIL

New Orleans is the only deep-water port served by 6 Class I railroads: BNSF, Canadian National (CN), CSX, Kansas City Southern (KCS), Norfolk Southern (NS), and Union Pacific (UP). These railroads comprise a 132,000 plus mile network of track, which tie the port community and local industries directly to every major North American market. By car volume, NOPB is the nation's fourth-largest rail gateway with 26 miles of mainline track and 75 miles of total track.



# FINANCIAL OVERVIEW





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Michael Bull, CCIM, founder and CEO of Bull Realty, is an active commercial real estate advisor. He is a licensed broker in nine southeast states and has assisted clients with over 5 billion dollars of transactions over his 30 year career.

Mr. Bull founded Bull Realty in 1998 initially with two primary missions: to provide a company of brokers known for integrity, and to provide the best disposition marketing in the nation. Now Michael and his brokers provide disposition, acquisition, project leasing, tenant representation, and advisory services in all major property sectors.

You may know Michael as executive producer and host of America's Commercial Real Estate Show. The popular weekly show began broadcasting in 2010 and today is heard by millions of people around the country. Michael and other respected industry analysts, economists and leading market participants share market intelligence, forecasts and success strategies. The show is available on-demand on iTunes, YouTube, and the show website, [www.CREshow.com](http://www.CREshow.com).



**TOM FRENCH**

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Tom's services are focused on adding value for hospitality clients in the disposition and acquisition of hotels, resorts and casinos.

During his professional career, Tom has served in a number of roles within the hotel industry. With concentrations on finance, market analysis and investment, he has assisted in the closing in excess of \$200 million in hotel transactions.

Tom earned his BA in Hotel Restaurant and Institutional Management from Michigan State University. He continues his education with CCIM and other industry affiliations.

Tom enjoys reading and traveling.



# BROKER PROFILES

HOLIDAY INN EXPRESS HARVEY - MARRERO | HARVEY, LA | 91 KEYS



**MICHAEL SALLOWAY**

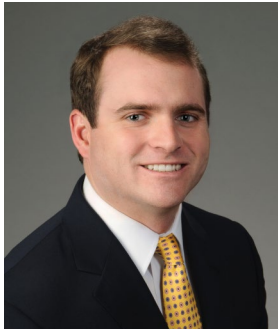
V.P. Hospitality Group  
MSalloway@BullRealty.com  
404-876-1640 x 148

Michael's core practice is the acquisition and disposition of hotel, resort and casino properties. He concentrates on hospitality properties throughout the U.S. and southeast. Michael focuses on both single asset and portfolio sales. He utilizes the latest technology and digital resources to provide the highest levels of professionalism and integrity to all his clients.

Michael leverages off the proven commercial real estate marketing and 20 years of industry experience from his Bull Realty team.

Michael is originally from Alabama where he attended the University of Alabama. He received a Certification in Hotel Real Estate Investments and Asset Management from Cornell University.

In his free time he enjoys spending time with his wife and child, playing tennis and wake boarding.



**COLE SPAIN**

V.P. Hospitality Group  
Cole@BullRealty.com  
404-876-1640 x 132

Cole Spain and his team specialize in assisting clients in the disposition and acquisition of hotels, resorts and casinos in North America and the Caribbean. He leverages off Bull Realty's technology, digital resources and marketing tools to counsel his clients with the highest levels of professionalism and integrity. His prior experience includes multi-tenant retail and single tenant net lease investment properties as well tenant representation and hospitality lending.

Cole graduated Cum Laude from Ole Miss with a Bachelor's in Business Administration in both Real Estate and Managerial Finance. He is also certified through Cornell University in Hotel Real Estate Investments and Asset Management. Cole's real estate background includes positions with Randall Commercial Group, Savills Studley, and Access Point Financial. His personal interests include golf and spending time with family and friends.

# CONFIDENTIALITY AGREEMENT

HOLIDAY INN EXPRESS HARVEY - MARRERO | HARVEY, LA | 91 KEYS

This Confidentiality Agreement ("Agreement") is made and agreed to for the benefit of the undersigned party ("Receiving Party"), the owner of the subject property (the "Seller") and undersigned broker Bull Realty Incorporated ("Broker").

Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

## I. Confidential Information:

Receiving Party will receive confidential information regarding property referred to as 2433 Manhattan Boulevard, Harvey, LA 70058. Prospect agrees to not disclose to any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning the property, nor any terms, conditions, or other facts with respect to the property, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term "person" used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing. Receiving Party may share information with directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party that Receiving Party notifies of the requirements of this Agreement. Receiving Party agrees to not contact the property owner, the management, the tenants, the lender, the vendors, the insurers, the employees or the customers of any

business at the site.

## II. Acting as a Principal:

Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Broker is working an agency capacity as representing the Seller only in this transaction and is the only Broker involved in this potential transaction. Receiving Party agrees to not be involved in any arrangement to lease or purchase the property, in whole or in part, as a lender, partner, buyer of the note, buy in foreclosure, buy from bankruptcy court, or in any other manner acquire an investment in, joint venture or control of the property, unless Bull Realty, Incorporated is paid a commission at closing as per separate agreement with Seller.

This agreement will expire two years from the date hereof.

## III. Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Louisiana.

If you are a broker, or a principal desiring to include an outside broker, contact the listing agent directly for a Buyer and Buyer's Broker Confidentiality & Commission Agreement.

Accepted and agreed to this \_\_\_\_\_ day \_\_\_\_\_ of , 20\_\_\_\_.

Receiving Party \_\_\_\_\_

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

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