



**LightHouse**  
Hotels and Resorts

[www.LHHAR.com](http://www.LHHAR.com)

**LIGHTHOUSE HOTELS & RESORTS**  
VISION STRUCTURE DIVERSITY EXPERIENCE  
OUR EXPERIENCE. OUR FOCUS. YOUR SUCCESS.

**FLORIDA | GEORGIA | TEXAS | ALABAMA**

# SAMPLE OF CURRENT AND PAST PROJECTS



## BRAND EXPERIENCE



## SENIOR LEADERSHIP



### **MARTY McDANIEL, CHA, CEO**

**A SECOND GENERATION HOTELIER**, Marty has a level of experience and first hand knowledge in the industry rarely found on one resume. From the front line to the CEO's office there aren't many positions that Marty has not had first hand experience. He has fluent experience in all operational, sales and marketing, finance, engineering, repositioning and rebranding areas of the industry. Hotels, Resorts, Condo-Hotels and Complex Mixed-Use developments are all areas of comfort for Marty. He has led 2,000+ unit resorts, 100 unit upscale hotels and has built a management company from scratch to \$40+ million in revenue with over 2,000 units and almost everything in between. Full Service or Focused Service, Marty has operated it all.

**MMcDaniel@LHHAR.com**



### **BRIAN A. HEATH, CHA, COO**

**SAVVY LIEFLONG HOSPITALITY EXECUTIVE**. With a career full of hotel and hospitality assignments, Brian has had a very diverse background in all facets of hospitality management. From iconic hotels to regional assignments, Brian has built a career of leading and operating with a focus on technology, controls, training and forward thinking revenue management. Brian was also a founding SVP of Hotels.com, where he developed and implemented the merchant model all OTA's use today!

**BHeath@LHHAR.com**

***OUR EXPERIENCE. OUR FOCUS. YOUR SUCCESS.***



## WHO WE ARE

Lighthouse is a vertically integrated ownership and management company. With over \$250 million in hospitality assets under management in five states, we are well positioned for additional growth and acquisitions.

**We are aggressively pursuing growth in these three key areas:**

- I. Hotel Ownership** (Joint Ventures, Partnerships and Leasebacks)
- II. Hotel Management** (Third Party for Individual and Institutional Owners)
- III. Management Company Acquisitions** (Acquisition of Smaller/Regional Management Companies)

*OUR EXPERIENCE. OUR FOCUS. YOUR SUCCESS.*



# WHAT YOU CAN EXPECT

## **Cutting Edge Sales and Marketing**

Lighthouse uses the latest and proprietary technologies to ensure market leading performance and revenue generation.

## **Operational Strength**

Our operational processes are the result of more than 100 years of hotel management. Tried, true, extremely effective.

## **Accurate, Timely Financials and Monthly Reporting**

Financials you can trust. Monthly reports that tell the story. On time, every month.

## **Realistic, Results Oriented Outlook**

Optimism is in our blood, but realism is what we deliver. We provide a fresh look ahead and a roadmap to get over any speed bumps.

## **Consistent Performance**

We work hard to train and educate our property level teams. They understand the goals, they are empowered to perform.

Our performance as a company is a direct result of the capability of the teams we lead properties with.

***OUR EXPERIENCE. OUR FOCUS. YOUR SUCCESS.***



# AREAS OF EXPERTISE

## **Hotel and Resort Management**

Select service, full service, upscale, boutique – we have literally operated it all.

## **Condo – Hotel and Resort Rental Management**

We have built resort rental and management companies from scratch in the most challenging markets that exist.

## **Associations**

We have deep COA and HOA management experience in multiple states with licensed CAM's and CMCA's on staff.

## **Development and Renovations**

Our construction arm of the company has site selection, franchise selection and independent development and construction experience. The Lighthouse team has built more than a dozen hotels and renovated over thirty.

## **Financial Structures and Solutions**

Lighthouse has an extensive network of lenders, capital partners and access to a wide array of financial tools to help you meet the financial needs of your property.

***OUR EXPERIENCE. OUR FOCUS. YOUR SUCCESS.***



## FINANCIAL CAPABILITIES

Lighthouse has a range of financial resources at its disposal for growth.

From capital partners (private and institutional) to lender relationships, as well as its own balance sheet, Lighthouse has the ability to close transactions as the sponsor, JV or sliver equity operator.

Lighthouse is also partnered with the Durel Law Firm as its lead advisor on the 2021 launch of our first REIT offering, Lighthouse Hospitality Fund I.

**Debt. Equity. Lease. Preferred Equity.**

**We can arrange virtually any financial structure for the right deal.**

*OUR EXPERIENCE. OUR FOCUS. YOUR SUCCESS.*



## UNDERPERFORMING ASSETS

Lighthouse is a seasoned turnaround operator. With case studies to fit almost any hospitality asset type in multiple markets, Lighthouse leverages its deep experience and resources to make quick, dramatic impact on underperforming hospitality assets.

Aggressive sales strategies, fundamentally sound operational processes and bold market dominance provide the foundation for success.

**Fast Analysis. Quick Adjustments. Expedient Results.**

*OUR EXPERIENCE. OUR FOCUS. YOUR SUCCESS.*