

Testimonial from Balachandra Talluri

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“An interesting course that will add great value to your career in the Hospitality Industry”

Dear Professor Rushmore-

Are you someone who is passionate about the hospitality industry? Are you someone who aspires to be in a managerial position in the hotel industry? Are you someone looking for a course that adds great value to your CV and improves your chances of advancing your career? If you have answered yes to any of the above questions, just like me, you have to consider taking the **“How to Perform a Hotel Market Analysis, Make Financial Projections and Value a Hotel Using Hotel Market Analysis and Valuation Software”** course from **Steve Rushmore, Founder of HVS**, as we all know, has been a pioneer in conducting evaluations and hotel feasibility studies since a few decades. The HVS has grown tremendously in the past decade while expanding its services globally, ensuring hotels around the world benefit from its expertise and consulting services.

A few highlights from the course that I found interesting were:

- (i) **The case study approach:** The best way to learn a theoretical concept is through connecting the dots and understanding how the concept can be applicable to the hotels in the real world. Professor Rushmore has done a fantastic job by first explaining the theory about hotel appraisals and then demonstrating how this theory can be applicable to an actual hotel through a case study approach.
- (ii) **Topics covered:** I would like to highlight some topics which I personally found of great value such as: ***how to build a primary and secondary competitive set for your hotel, how to analyze your competitors, how to forecast ADR and occupancy for the future, understanding latent demand (unaccommodated & induced demand), how to forecast revenue and expenses bases on the forecasted ADR and occupancy and finally how to evaluate the hotel using the income capitalization approach.***
- (iii) **Complexity of the course:** Based on the topics I have mentioned above, you might be stressing that you have no clue about the terminology I have mentioned. The beauty of this course lies with how this course explains everything from the very basics to the advanced level, so you do not have to be an expert to take this course. As long as you have basic understanding of how a hotel works, it should be fine (If you have some work experience in hotels, it will be even more helpful to understand the concepts taught in the course better).
- (iv) **Quiz to test your progress:** An interesting aspect of this course is the quiz, which takes place in several intervals of the course. The quizzes actually help you test your understanding levels. Personally, when I did the course, I took some good

notes and attempted the quizzes. The mistakes I have made in the quizzes greatly helped evaluate and improve myself.

- (v) Expert guidance: Through this course, you get to interact with the HVS founder himself Mr. Steve Rushmore. If you do not know who he is, I'd suggest you google his contribution to the hotel industry. Mr. Steve Rushmore has identified the need of real estate and hotel valuations for hotels to better understand the feasibility of a project before investing large sum of money into them. Mr. Rushmore also shares his life experiences in the videos throughout the course, which, I believe, is a fun way of learning this course. You also have a capstone at the end of the course which will give you hands-on experience of understanding how to be an expert hotel consultant. Mr. Rushmore's guidance is impeccable.

Personally, it has been a real pleasure to participate in this course and enhance my knowledge and understanding of hotel evaluations and appraisals. I will surely recommend it to my friends and colleagues in the hotel industry. If you have any queries about the course, please do not hesitate to reach out to me on LinkedIn and I would be happy to have a chat with you.

Thanks, and regards,
Balachandra Talluri

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