

ASSET MANAGEMENT



DEFINING the SKY®

Our Asset Management services include:

- Business Plan, Formulation and Operator Oversight
- Operating Performance and Profit Enhancement
- Capital Planning and Project Management
- Project Positioning/Repositioning
- Capital Structure Optimization
- Investment Oversight and Sell/Hold Analysis
- Tax Analysis and Administration
- Accounting Services, Including Coordination of Annual Audit

Maximizing the economic success of your real estate project is the foundation of Portman's legacy of service to our clients and commitment to the communities in which we work — because it is through this success that we build relationships, revitalize cities and earn clients for life. Portman's business model of delivering world-class real estate and hotel projects through its development capabilities, coupled with its success in producing strong financial returns on existing operations through its asset management activities, makes it a valuable real estate operating partner and asset manager for owners, investors and lenders.

Three key traits distinguish Portman Holdings' asset management capabilities from the competition:

- **Portman Holdings is a full service, vertically integrated real estate service provider.** Our asset management clients benefit from the contributions and direct involvement of experienced in-house real estate professionals in the disciplines of operations, risk management, legal, finance, tax and project management.
- **Portman Holdings is an experienced real estate owner.** Unlike other asset managers, we have an owner's mentality and know what it takes to make a project succeed. We apply this perspective to the properties in our asset management portfolio by acting like an owner, executing the business plan as an owner, and having the performance expectations of an owner.
- **Portman Holdings provides hands-on, senior level asset management expertise rooted in decades of actual operations experience.** Our asset management team is comprised of real estate, hospitality, tradeshow and investment professionals with an average of more than 20 years experience in the development, operation and asset management of large, upscale real estate projects and hotels. In particular, our hotel asset management executives bring proven operations experience at the general manager, regional and divisional operations levels to bear on our assignments.

Hotels:

Portman Holdings currently asset manages a portfolio of full-service, upscale hotels representing more than \$700 million in asset value, as well as office, retail and trade mart projects. Past and present clients include private equity investment funds, institutional investors and closely-held private real estate investment partnerships. Specific properties include:

- **Westin Charlotte** – Charlotte, North Carolina
- **Westin Peachtree Plaza** – Atlanta, Georgia
- Hyatt Regency San Antonio – San Antonio, Texas

- Nashville Marriott Vanderbilt – Nashville, Tennessee
- Charleston Renaissance – Charleston, South Carolina
- Hotel Adagio – San Francisco, California
- Homewood Suites - San Francisco, California
- Hilton Garden Inn Portfolio
 - Atlanta, Georgia
 - Orlando, Florida
 - Denver, Colorado
 - Hoffman Estates, Illinois (Chicago Area)
 - Colorado Springs, Colorado

Office/Retail/Trade Marts/Residential/Parking:

Portman Holdings has past experience managing a portfolio of office, retail, trade mart, residential, and surface parking consisting of more than 20 million square feet, and is currently responsible for the asset management of SunTrust Plaza, the premier office tower in Downtown Atlanta. Our portfolio includes:

- [SunTrust Plaza](#)
- [SunTrust Plaza Garden Offices](#)
- [Atlanta Decorative Arts Center](#)

▶ ANIMATED TIMELINE

▶ CASE STUDY INTRO

▶ PROVEN RESULTS

PORTMAN HOLDINGS

▶ BROCHURE

▶ SITE MAP

▶ HOME

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