



CRESCENT
HOTELS & RESORTS



LATITUDES
LIFESTYLES BY CRESCENT

**WE KNOW
HOSPITALITY**

CRESCENT HOTELS & RESORTS:

Crescent Hotels & Resorts is known as North America's premier hotel management company. We are committed to ensuring the financial goals of your asset exceed your expectations. We take pride in delivering tangible and profitable results. Crescent Hotels & Resorts is more than a collection of great places to stay; we are a progressive, full-service hotel management company and employer of choice in the hospitality industry.

Our corporate executives are well versed in all disciplines of hospitality management. Our unsurpassed level of passion is why we continue to be the preferred management company for institutional hotel owners and developers. It is this award-winning combination that has garnered global recognition, distinguishes us from our competitors, and enables us to remain a leader in hotel operations.



LATITUDES:

Today's travelers demand choice, flexibility — and most importantly — authenticity. Hotel operators must be dynamic, real, and unique. That's why we've introduced Latitudes: Lifestyles by Crescent. Powered by one of the most trusted management companies in the industry, and led by innovative, forward-thinking hospitality professionals, Latitudes is a modern management company for today's lifestyle hotels and resorts.

At Latitudes, we value personalization, innovation, and communication. We don't use a one-size-fits-all approach. Every hotel is different, and every strategy plan should be as well. In an increasingly competitive hospitality market, innovation, adaptability, and originality are paramount to success. We'll keep you plugged in every step of the way with reports, metrics, and a transparent management philosophy driven by performance. Don't toe the line when it comes to hotel operations — redefine them, with Latitudes hotel management. Because no two hotels are the same, and no two lines of latitude lead to the same location.



LATITUDES
LIFESTYLES BY CRESCENT



UNPARALLELED SERVICE. UNSURPASSED EXPERTISE.

MANAGEMENT SERVICES

Our experienced team offers a full complement of management services to provide maximum support and achieve substantial revenue growth.

► SERVICES

- Sales and marketing
- Revenue strategy
- Digital strategy
- Hotel operations
- Capital budget management
- Crescent culinary
- Digital marketing and social media
- Human resources and labor relations
- Accounting, payroll, and tax services
- National purchasing platform
- Insurance and risk management
- Legal
- Information technology and telecommunications
- Pre-transition analysis and planning
- Franchisor relations
- Pre-opening services
- Project management and procurement





BUSINESS DEVELOPMENT

Our broad range of services is aimed at hospitality investors looking for a seasoned team to source deals, underwrite and evaluate properties, and manage them efficiently. Supported by decades of real-world experience, actionable plans, and measurable results, Crescent and Latitudes connects investors with our extensive network of hospitality contacts and high-yielding investment opportunities. We also have extensive expertise working with new developments, from pre-opening technical services assistance and determining the correct positioning of an asset, to ensuring a strong and successful open and ramp.

► SERVICES

BUSINESS DEVELOPMENT

- Deal sourcing of acquisitions opportunities
- Brand selection and evaluation services
- Repositioning and rebranding evaluation
- Franchise-agreement negotiation assistance
- Revenue strategy audits and implementation
- Debt sourcing and lender introductions

ACQUISITION AND DEVELOPMENT

- Due diligence assistance including contract review
- Hotel design and site plan review
- Underwriting capability
 - Excel modeling
 - Market and revenue upside analysis
 - Cost-effectiveness analysis
 - PIP analysis inclusive of pricing
 - Return analysis

PROJECT MANAGEMENT

When it comes to project management, Crescent Hotels & Resorts is a turnkey operation. We will provide thorough oversight of the entire Capital Improvement Project process.

Crescent's project management team has a strong background in preventative maintenance. We also work closely on PIP's for Hotels, to supply a detailed analysis of your property and drastically reduce development costs.

SERVICES

- Brand PIP negotiations and pricing
- Bids, vendor, and contractor selection
- PIP item purchasing and procurement
- Hotel capital item purchasing
- Capital projects (PIP) critical path development
- Architectural and design selection and management
- Capital draw requests, reconciliation, and accounting
- Property construction PIP oversight
- Brand PIP approvals





PRE-OPENING AND PROCUREMENT

With extensive pre-opening and procurement experience, we have successfully opened more than 50 hotels across North America, including internationally recognized brands like Marriott, Hilton, Hyatt, Wyndham, Choice, and InterContinental brand families. From design and architecture reviews, to brand evaluations and debt sourcing, our hands-on approach ensures a successful launch.

► SERVICES

- Brand evaluation and selection
- Franchise agreement negotiation
- Debt sourcing
- Product positioning
- Design and architecture review
- Procurement
- Establishing a pre-opening budget
- Engaging with brand to work critical path
- Recruiting and hiring general manager and director of sales
- Preparing and presenting a year-one marketing plan and operating budget
- Consultations with project management and corporate engineer on the development, construction, and purchasing of FF&E

PROOF IN THE PORTFOLIO

CRESCENT HOTELS & RESORTS

At Crescent Hotels & Resorts, our diverse portfolio of hotels throughout North America is comprised of properties in the luxury, resort, upper-upscale, full-service, convention, and premium select service segments. Through our personalized management strategies and senior-level attention, our exceptional results prove that *we know hospitality*.

CONRAD
HOTELS & RESORTS™

Residence
Inn
Marriott

aloft
HOTELS

JW MARRIOTT



LEADING
HOTELS™

element
BY WESTIN

RENAISSANCE®
HOTELS

AUTOGRAPH
COLLECTION®
HOTELS

CROWNE PLAZA
HOTELS & RESORTS

CURIO
A COLLECTION BY HILTON

Le
MERIDIEN

INTERCONTINENTAL
HOTELS & RESORTS

EMBASSY SUITES
HOTELS®

Hilton
Garden Inn

Hilton

hotel
INDIGO

HYATT™

THE LUXURY COLLECTION
Hotels & Resorts

COURTYARD®
Marriott

HYATT
PLACE

Marriott
HOTELS & RESORTS

WESTIN
HOTELS & RESORTS

Radisson
HOTELS & RESORTS

Preferred
HOTEL GROUP

WYNDHAM
HOTEL GROUP

Sheraton
HOTELS & RESORTS





LATITUDES: LIFESTYLES BY CRESCENT

Latitudes: Lifestyles by Crescent takes a lifestyle-driven, property-specific approach to hotel management and operations. Our continued expansion allows us to assemble a qualified, results-driven team that ensures we meet client expectations in profitability and return on investment.



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