



Your customized Lodging Real Estate Intelligence Program is created from two separate Database Modules:

- **Construction Pipeline**
- **Open and Operating Hotels (Census)**

Both modules also contain a Personalized Website that includes a Library of Real Estate Trend Reports.

For use by:

- **Sales Managers**
- **National Account Managers**
- **Analysts**
- **Telesales Teams**
- **Field Sales Representatives**

LE's Lodging Real Estate Consultants can Identify and Present to you every New Construction and potential Product Replacement Opportunity available in the lodging industry, worldwide.

- Receive detailed hotel records with **complete contact information for all Decision-makers**, ensuring immediate actionability.
- Advance your growth strategies with **every National Account: Franchise Company, Developer, Ownership and Management Group, and in every Targeted Market** as well.
- Optimize your **Preferred Vendor Status**. Beat out the competition every time!
- **Increase your Product Distribution and Improve your Market Share**, no matter the economic climate.

Working collaboratively with you, LE will customize a Lodging Real Estate Intelligence Program tailored for your particular growth strategies that will contain every New Business Opportunity available to you around the world.

Your Customized Lodging Real Estate Intelligence Program is perfect for strategic planning, setting and achieving product distribution objectives with your national and field sales staff, establishing priorities for your telesales team, and for further in-depth analysis at the home office level. The Program is confidential to your company and is designed for your unique plans, strategies and organizational structure. It is delivered as a site license on a customized, password-protected website. Updates are provided quarterly.

Together, your online Construction Pipeline and Open and Operating Hotel (Census) modules provide:

- A **Sortable Database** containing every Individual Hotel Record, with complete contact information for all decision-makers
- A **Separate Display of all Known Product Replacement Opportunities** requiring immediate sales attention
- **Customized Management Guidance Reports** that forecast all New Construction and Product Replacement Opportunities available by region, country and market and for each of your branch offices and sales staff members
- **National Account Portfolio Reports** that include all hotel records for:
 - Franchise Companies
 - Developer, Ownership and Management Groups
- **Market Portfolio Reports** that include all hotel records for the top countries and markets
- A roster of **LE's Real Estate Trend Reports**, published quarterly, for each region, country and market
- Available for the United States and Canada; the Caribbean, Mexico, Central and South America; Europe, the Middle East, Africa; and Asia Pacific

Accelerate your Brand Growth! Improve your Market Share!

Let LE create a Customized Lodging Real Estate Intelligence Program for you at No Risk!

LE's Lodging Real Estate consultants are available for courtesy consultations in your office at your convenience. Please call today to set an appointment.

Phone: +1 603.431.8740 ext. 25

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Email: info@lodgingeconometrics.com

Put LE's consultants to work for you, at no risk! LE's Lodging Real Estate Intelligence Program pays for itself with your first new purchase order agreements. If your Customized Program does not meet your expectations, return everything within 90 days. We will cancel your site license agreement and issue you a complete refund. No questions asked. It is completely risk free.

LE'S REAL ESTATE INTELLIGENCE IS YOUR STRATEGIC ADVANTAGE



Your Customized Online Lodging Real Estate Intelligence Program has two Database Modules:

- **New Construction Opportunities**
- **Potential Product Replacement Opportunities**

Both modules also contain a Personalized Library of Management Guidance and Real Estate Trend Reports.

Program Modules	Module I New Construction Opportunities		Module II Potential Product Replacement Opportunities	
	Sortable Databases	Known Product Replacement Opportunities <ul style="list-style-type: none"> • All Brand Conversions • Announced Renovations • Recent Transactions and Property Transfers 	Individual Construction Pipeline Records <ul style="list-style-type: none"> • New Construction Opportunities • Sorted for Field Staff Member's Territory • Aggregated for Telesales Teams 	Known Product Replacement Opportunities <ul style="list-style-type: none"> • All Brand Conversions • Announced Renovations • Recent Transactions and Property Transfers
Management Guidance	Management Guidance Reports Forecasts all New Construction Opportunities <ul style="list-style-type: none"> • Each Region <ul style="list-style-type: none"> • Chain Scale, Location and Hotel Size • Franchise Company and Brand • Top Countries • Each Branch Office and Sales Territory • Portfolio of Charts & Graphs for Pipeline Metrics 		Management Guidance Reports Summarizes all Product Replacement Opportunities <ul style="list-style-type: none"> • Each Region <ul style="list-style-type: none"> • Chain Scale, Location and Hotel Size • Franchise Company and Brand • Top Countries • Each Branch Office and Sales Territory 	
	Customized Library of Real Estate Trend Reports	National Account Portfolio Reports Includes New Construction Project Records <ul style="list-style-type: none"> • Franchise Companies • Leading Developer Groups • Architects, Interior Designers, Contractors, and Purchasing Agents with Announced Projects 		National Account Portfolio Reports Includes all Owned and/or Managed Hotel (Census) Records <ul style="list-style-type: none"> • Franchise Companies • Leading Ownership Groups • Leading Management Groups
Market Portfolio Reports Includes New Construction Project Records <ul style="list-style-type: none"> • Top Countries • Top Markets 		Market Portfolio Reports Includes all Open and Operating Hotel Records <ul style="list-style-type: none"> • Top Countries • Top Markets 		
LE's Quarterly Real Estate Trend Reports For Strategic Planning <ul style="list-style-type: none"> • Each Region <ul style="list-style-type: none"> • By Company & Brand • By Chain Scale • Top Countries • Top Markets • Regional Guidance Summaries 		LE's Quarterly Real Estate Trend Reports For Strategic Planning <ul style="list-style-type: none"> • Each Region <ul style="list-style-type: none"> • By Company & Brand • By Chain Scale • Top Countries • Top Markets • Regional Guidance Summaries 		
Regions Available	<input type="checkbox"/> United States & Canada <input type="checkbox"/> Latin America: The Caribbean, Mexico, Central & South America <input type="checkbox"/> Europe, Middle East & Africa <input type="checkbox"/> Asia Pacific			