



# Hotel Advisory & Asset Management Services Presentation

**Safi Capital**  
**INVESTMENT ADVISORY**

Building Brands and Accelerating Growth in the Hospitality & Real Estate Sectors

بناء العلامات التجارية وتسريع وتيرة النمو في قطاع الضيافة والعقارات القطاعات



# INTRODUCTION

## INTRODUCTION

Safi Capital is a specialist boutique hospitality and real estate investment and advisory firm that is globally active. Its partners are industry professionals with backgrounds in operations, development, acquisitions and finance.

The foundation of our success is built upon investing in, or assisting owner's in the following key fundamental disciplines:

**Concept planning:** Supporting owners in conceptualizing and developing opportunities with a view to optimizing value while minimizing risk;

**Development and finance:** Sourcing and securing deal flow through a mix of acquisitions and new build developments and providing assistance with market appraisals, due diligence, financial structuring and contract negotiations; and

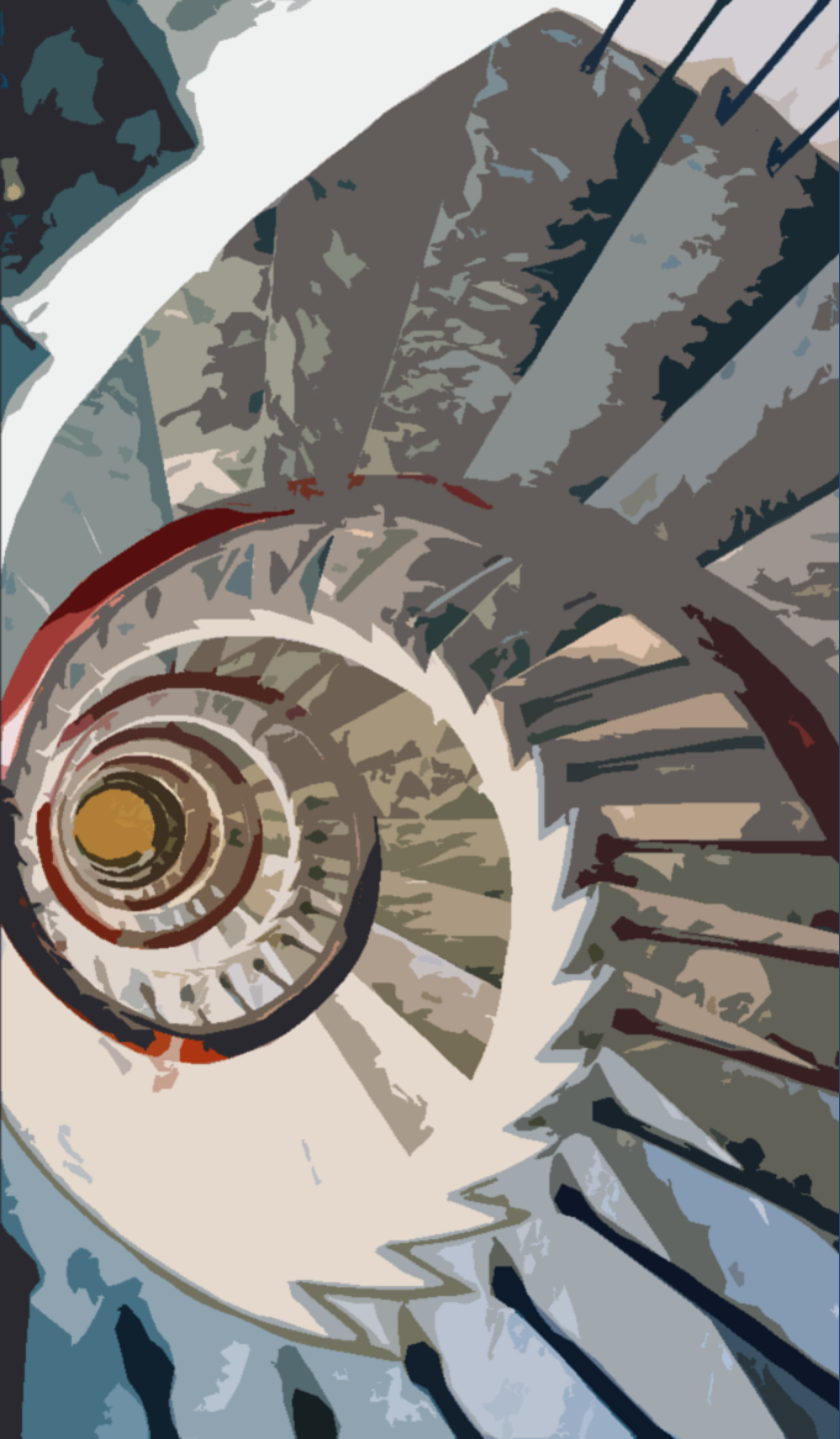
**Asset management and Owners representative:** providing on-going monitoring and advisory services to ensure the maximum return on investment are in line with owners stated investment requirements.



## OUR PHILOSOPHY

### OUR PHILOSOPHY

- Our philosophy is principally to foster long-term client relationships where our efforts are results orientated and geared as well to participation in the value we create on their behalf. This ensures that our interests are fully aligned with those of our clients.
- As a boutique advisory, we also set ourselves apart by setting a strict limit on the number of clients we work with to ensure that they have our full support and involvement. Our services are specifically focused exclusively on our areas of expertise, where we know we can add significant value.
- We help our clients define objectives and actively accompany them creating a differentiated asset. Whether our clients seek a new development or wish to modify existing operations, we provide hands-on expertise to dynamically enhance returns.
- Our management team offers clients peace of mind by taking an active role in ensuring that their investments and projects are in the best hands and diligently looked after. As our client's primary partner, we align our actions with their strategy - we listen, plan and act.



## OUR APPROACH

### OUR APPROACH

- Safi Capital was founded to bring in an energetic and contemporary approach to hotel and real estate consultancy.
- The company encompasses qualified specialists in their field of expertise, in order to exclusively service and protect owners and developers.
- To ensure access to the best, we dedicate for every assignment a team of professionals to review each discipline.
- Support staff and a handpicked selection of individuals and partners perform distinct and exclusive roles. Our sphere of influence reaches across all continents and cultures.
- Most importantly, over the last decades we have worked together as individuals in an assortment of roles, accomplishing the tasks at hand diligently and with passion, thereby gaining each other's personal respect.

# OUR SOLUTIONS

## OUR SOLUTIONS

- Our belief is to build long-term relationships, allowing us to fully unlock the potential of the asset.
- We craft bespoke solutions to the requirements and objectives of our clients for every investment, whether for a single asset or a portfolio of assets.
- Our solutions are categorised into three distinct groups of services, attending to an asset's every life phase:

### Asset Development



### Asset and Performance Management



### Branded or Unbranded Hotel Management



# ASSET DEVELOPMENT

ROOF MEMBRANE, APPLY  
EXTERIOR GRADE SEALANT  
AROUND BRACKETS.

 113'-8"  
T.O. OPENING

7"  
MIN.

ATTACH

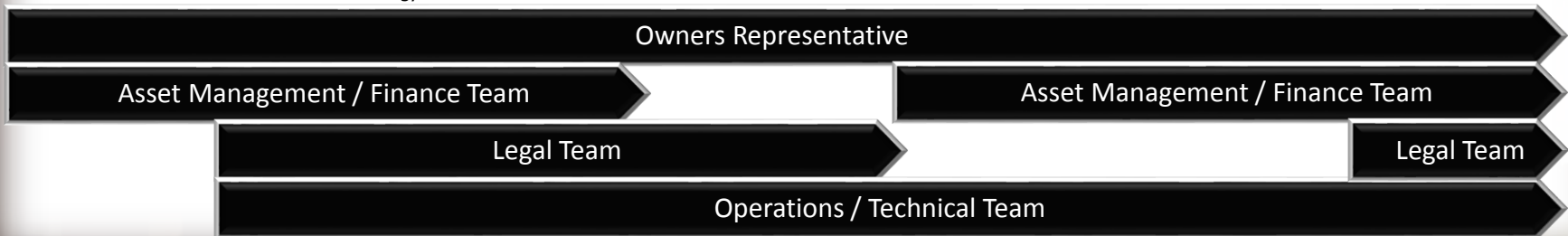
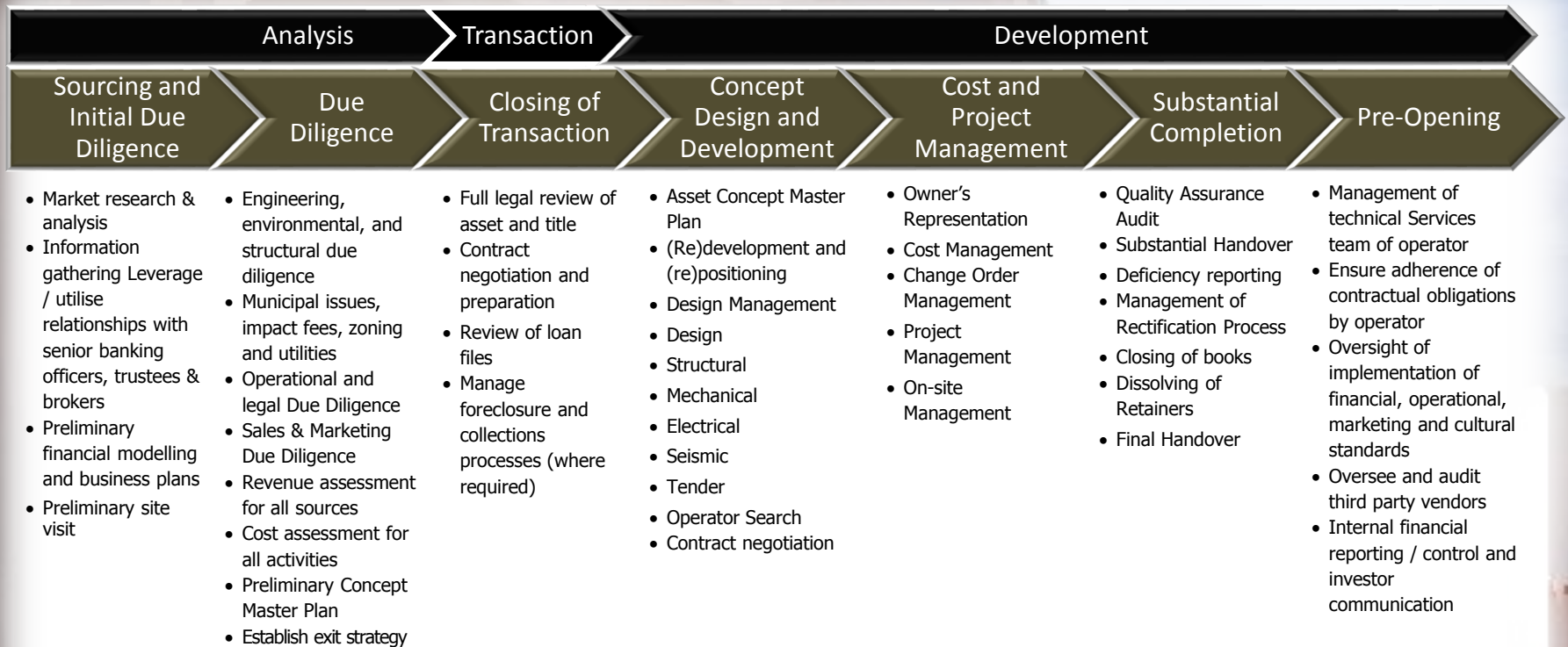
## ASSET DEVELOPMENT

- We act on behalf of the owner or developer to maximise the potential in the market place by delivering differentiated concepts resulting in assets with a competitive advantage.
- Our cohesive interdisciplinary approach ensures the optimal interdependence between all involved in the development and future management.
- We ensure investment efficiency during the development phase of each project.
- We can also retain on behalf of owners qualified specialists to add further value engineering and cost control to the projects.

## Asset Development

- ❖ Owner's Representation
- ❖ Asset Concept / Master Planning
- ❖ Conceptual Project Management
- ❖ Technical Project Management
- ❖ Design & Design Management
- ❖ Cost Management
- ❖ Project Appraisal
- ❖ Asset Acquisition

# DEVELOPMENT MANAGEMENT PROCESS





# ASSET AND PERFORMANCE MANAGEMENT



## ASSET AND PERFORMANCE MANAGEMENT

- We oversee operators on behalf of owners and lenders to maximise cash flow, market share, profitability, and asset value.
- We take asset and performance management from static analysis to a focussed execution function by actively steering the asset's future in conjunction with the operator.
- On an on-going basis we monitor financial performance, forecasting accuracy, contractual compliance, market benchmarking, the budget process and capital expenditure activities in order to align the operator with the owner's strategy.
- We can also advise on refinancing and disposal.

### Asset and Performance Management

- ❖ Owner's Representation
- ❖ Pro-active Risk Management
- ❖ Operational Due Diligence
- ❖ On-going Management Oversight
- ❖ Market / Disposal Analysis

## ASSET AND PERFORMANCE VALUE CIRCLE

- Substantial value maximisation in hotel asset management can only be obtained when:
- The operational activities are adjusted at their very core;
- Corrections and recalibration of revenue and expense components take place continuously.
- The asset and performance cycle thereby achieves a sustainable performance enhancement and is monitored rigorously, ensuring that strong revenue streams and cost controls are achieved now and in the future.



# PERFORMANCE ENHANCEMENT MATRIX



# BRANDED / UNBRANDED MANAGEMENT



**BRANDED / UNBRANDED MANAGEMENT**

- Highly profitable and customised solutions for each hotel, market place, and location aligned with the owner's exit / hold strategy.
- As part of our services, we can provide a detailed operator selection review, to assist the owner in selecting the right operator for the hotel.
- The work would entail reviewing and negotiating any management, lease or franchise contracts on behalf of the owner to ensure that the terms are competitive and in line with market norms, reviewing also third party agreements for bespoke restaurants, outlets and services and ensuring where possible that all parties interests are fully aligned.
- We can also source an operator on either a management or franchise basis and manage the hotel for and on behalf of the owner, or as their owners representative using our asset and revenue management team.



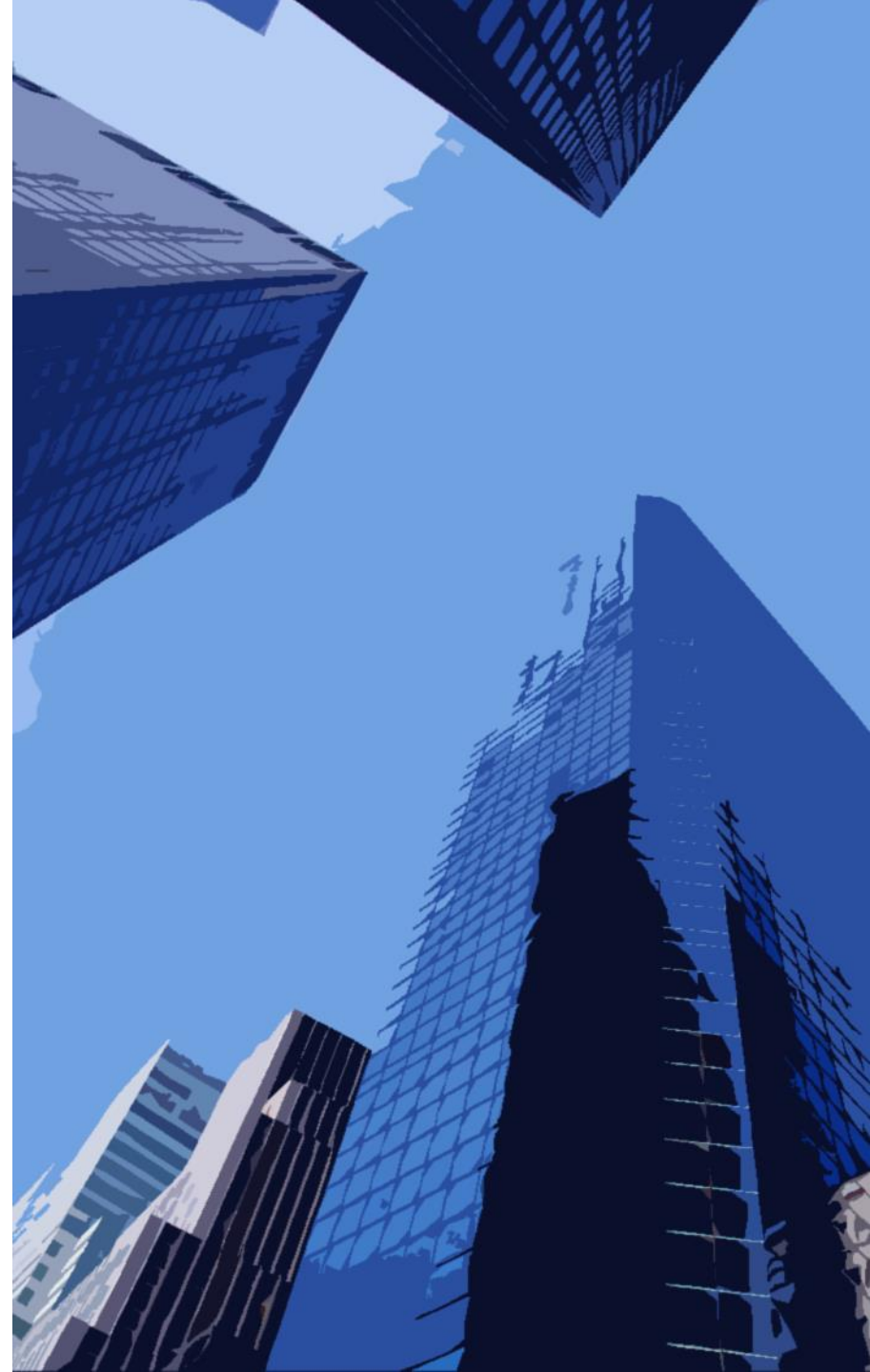
# OUR COMPETITIVE ADVANTAGE AND EXPERIENCE



## OUR EXPERTISE

- Combining our decades of experience in hotel development and management, our company can deliver wholesome and sustainable solutions in the following disciplines:

- ❖ Profit Assurance Initiatives
- ❖ Performance & Operational Analysis
- ❖ Risk Management Reviews
- ❖ Budget & Strategy Reviews
- ❖ Benchmarking and Best Practice Analysis
- ❖ Capital Expenditure Reviews
- ❖ Market Research and Feasibilities
- ❖ Operator Search and Selection
- ❖ Contract Negotiation and Advisory
- ❖ Arbitration and Mediation
- ❖ Architect and Designer Search/Selection
- ❖ Project Management and Technical Support
- ❖ Concept Development
- ❖ Debt/Equity Sourcing
- ❖ Full Hotel Management
- ❖ Rooms, Marketing, Sales and Distribution
- ❖ Food and Beverage
- ❖ Revenue Management
- ❖ Training and Development
- ❖ Database Marketing
- ❖ Payroll and Human Resources
- ❖ Spa and Leisure Management
- ❖ Finance and Accounting





## OUR EXPERIENCE

- We possess a unique multidisciplinary skill set. In combination with market specific intelligence we rapidly respond to our client's requirements.
- As a recognised partner to owners and industry specialists alike we have extensive hands-on experience and a detailed operational understanding of various segments and organisations across the globe including luxury, first class, mid market, hostels, boutique, lifestyle, resorts, serviced beach clubs, affiliations, leisure, spa, medical, mixed-use, entertainment.
- The following page shows a brief selection of these unique achievements.



# ADVISORY, ASSET MANAGEMENT AND OPERATIONS

- Our team over the years in their various roles, have either worked directly or provided consulting services to owners, developers and lenders in relation to contract negotiations, due diligence, market and feasibility studies, as well as operational and technical audits. We therefore possess a solid understanding of their modus operandi. A strictly partial list of clients that our team have worked with is set out below:

- ❖ Kingdom Hotel Investments
- ❖ Mövenpick Hotels & Resorts
- ❖ InterContinental Hotels Group
- ❖ Hilton Group
- ❖ Royal Bank of Scotland
- ❖ ila Spa
- ❖ Hashoo Group
- ❖ Islamic Corporation for Development
- ❖ M.A. Kharafi Group
- ❖ JJ France
- ❖ The Royal Mougins Golf Club
- ❖ Le Meridien
- ❖ Samrand Development (Pty) Ltd
- ❖ Orascom Development
- ❖ Hyatt International
- ❖ Regent International Hotels
- ❖ Athenaeum Hotel & Touristic Enterprises
- ❖ Tourism Enterprises of Messinia (TeMes)
- ❖ MWB Group Plc
- ❖ Cluttons
- ❖ Regal Hotel Group
- ❖ Fattal Management & Enterprises Limited
- ❖ Government of Bahrain
- ❖ Al Futtaim Real Estate
- ❖ Zara Holding Company
- ❖ Vinci Construction
- ❖ Qatar National Hotels
- ❖ Fairmont Hotels & Resorts



Please visit our website for further information or to contact us:

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