

## Concord Eastridge and PKF Consulting Announce Strategic Partnership Providing Antidotes to What Ails the U.S. Hospitality Market

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George Mason University

Seeking to increase their respective prominence in the U.S. hospitality marketplace, Concord Eastridge, Inc. and PKF Consulting have formed a Strategic Partnership to best address the current and future needs of this important industry sector.

Concord Eastridge is a national real estate development firm specializing in public/private development. The firm has extensive experience in hospitality development.



University of Mary Washington

PKF Consulting is a dominant leader in hospitality valuation, financial feasibility services and market research. A PKF Hotel Feasibility Study is considered a "gold standard" within the underwriting of capital invested in hotels and resort properties.

The new partnership will assist Hospitality Owners in asset positioning or re-branding, renovations, property improvement plan execution, financial feasibility, market research and financing.

Dave Arnold, CEO, EAST PKF Consulting says "This partnership offers clients the best of all worlds in the hospitality arena. Between PKF Consulting's market research knowledge and Concord Eastridge's knowledge of hospitality development, this team is second to none in providing "real world" support to hotel owners or asset managers in today's crazy hospitality world."

Susan Eastridge, CEO, Concord Eastridge said "We have some of the best hotel development professionals within our firm and by partnering with PKF Consulting we offer an array of services unmatched in the marketplace. The experience of our Hospitality Development team and the capabilities that PKF offers allow us to provide a more complete set of services to hospitality properties."

Services of the Partnership are aimed at Hotel Owners, Hotel Investors, and Asset Managers and include:

- Financial Feasibility
- Development management services to complete project
- Real estate valuations
- Marketing positioning
- Asset management or asset advisory services
- Product and service evaluation
- Market research

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