



PHOENIX AMERICAN
HOSPITALITY

Phoenix American Hospitality
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We are pleased to announce that Greg Eilmann will be joining Phoenix American Hospitality as Director of Acquisitions! Mr. Eilmann has over twenty years of consulting and seven years of operations experience in the hospitality industry.

Prior to joining PAH, He was Vice President of PKF Consulting USA in Los Angeles, California. He has also served as an associate at PKF Consulting in Houston, Texas, and as a lecturer in multiple schools of Hotel & Restaurant Management across the globe.

Mr. Eilmann has provided investment, development and market feasibility expertise in most all segments of the hospitality real estate industries, with areas of specialization and relevant experience including (among many others):

- Impact analysis of new hotel supply and brand changes on financial/operational performances of existing competitive market hotels
- Projections of operating revenues and expenses for hotel, resort and restaurant projects
- Operational reviews leading to functional/procedural improvements for full-service hotels

Mr. Eilmann has successfully been involved with many acquisitions in his career. Some notable examples being the Doubletree Washington Terrace Hotel in Washington, DC, the Georgian Terrace Hotel in Midtown Atlanta, GA, among dozens more ranging across the country.

ABOUT PHOENIX AMERICAN HOSPITALITY

Phoenix American Hospitality (PAH), is an "opportunistic" hotel fund manager that believes that the current economic and real estate environment has created acquisition opportunities in select markets. The ability to profit in an opportunistic cycle is based upon value enhancement strategy, sound acquisition policy followed closely by Phoenix American's ability and experience to execute the strategy.

Phoenix American Hospitality has teamed with Institutional Investors and "best of class" hotel managers to provide a diverse portfolio of hotel properties that are both economically and efficiently managed.

For more information, please call (214) 750-2967 or send us a message below.

ABOUT THE STRATEGY

The Company's primary strategy will be to identify and acquire hotels which provide cash flow and value-added opportunities for the Company. We will seek hotels that have one or more of the following characteristics:

- **Operating History:** Cash flowing Investment, not distressed
- **Location:** Urban market, business travel focus
- **Strong Brand Affiliation:** Strong hotel flag with a national and/or international reservations system; mostly Hilton, Sheraton and Marriott Brands
- **Competitive Barriers to Entry:** Major brands currently in the submarket
- **Pricing Opportunity:** Acquire at below replacement cost
- **Positive Market Outlook:** Competitive positioning in the submarket