



Hotel Brokers International hbihotels.com

For immediate release

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HBI Launches Expansion Program

KANSAS CITY, Missouri – June 15, 2011 – Hotel Brokers International (HBI), the oldest, largest hospitality brokerage organization in the world, is pleased to announce plans to accept additional brokers to its membership over the next few years. In response to the increasing activity in the hotel real estate industry, HBI will launch an expansion program focused on target markets. This outreach program will provide more hoteliers immediate access to professional real estate services specific to the hotel industry, while concurrently, expanding the HBI network allowing broker colleagues to refer clients and properties to one another in every market.

“We at HBI are excited about the opportunities to better serve our clients through this expansion. HBI already offers the hotel industry the most comprehensive real estate licensing coverage (91 total licensees) of any hotel brokerage concern,” said Joe McCann, president of Hotel Brokers International. “According to statistics supplied by the American Hotel & Lodging Association, the licensed brokers of HBI possess the licensure to broker 94% of all hotels in the United States.”

HBI will consider brokers who spend a substantial portion of their activity on hotel properties in their respective markets. The organization seeks firms that specialize and have in-depth expertise in hospitality real estate or those that have the desire and resources to devote to this ever growing investment real estate sector. McCann added that HBI will continue to adhere to the organization’s professional standards that for more than 50 years has provided hoteliers

confidence when working with an HBI Broker. HBI developed the Certified Hotel Broker (CHB) designation program which has raised the industry standards and set the benchmark for hotel brokerage professionalism. All members must fulfill the requirements to achieve CHB professional designation during their initial membership years. The course study includes hotel valuation and presentation techniques and the curriculum is coordinated with Penn State School of Hospitality Management and select industry respected colleagues. HVS founder, Steve Rushmore and Penn State's Professor John O'Neill are heading this summer's program. Course registration may be found online at <http://guest.cvent.com/d/qdqhz6>.

About Hotel Brokers International

Founded in 1959, Hotel Brokers International is the industry's leading hotel sales organization. The organization's broker professionals have successfully completed more than 10,000 hotel transactions and most recently have been responsible for approximately 48 percent of all economy and mid-market hotel sales in the United States. HBI brokers represent owners of the leading hotel brands, as well as independent hotels. Properties run the gamut from all sectors of the industry, ranging from less than 100 rooms to in excess of 1,000. The organization's database currently comprises approximately 200 property listings and the HBI website www.hbihotels.com attracts more than 45,000 monthly site visitors from 40-plus different countries.

HBI is founder and host of the popular Hotel Investor's Marketplace – an informational webcast series that provides investors the latest updates on hotel listings, finance, franchise, and industry trends. The organization publishes *TransActions Recap*, the industry's leading source of hotel real estate sales data. In addition to broker services, HBI offers affiliate membership to professionals in allied fields, including franchising, lending, appraisals and investment services.