

# Certified Hotel Broker



## *Designation of Distinction*



### Striving For Excellence

In 1994, Hotel Brokers International initiated the real estate industry's only certification in hotel brokerage, the Certified Hotel Broker designation. The CHB program is designed to distinguish those hotel brokers who have advanced their professionalism and competence in hotel brokerage. Hotel real estate professionals meeting the program requirements and completing the educational components may apply for CHB Designation.

### Program Requirements

Participation in the Certified Hotel Broker Designation program is open to all interested and qualified professionals. To become a candidate for CHB certification an applicant must:

- Be a licensed real estate broker, broker associate, salesperson or agent;
- Have a minimum of three (3) years of experience in hotel/motel real estate sales including participation as the primary listing and/or selling agent, or act as the hotel acquisition/disposition specialist, in three (3) hotel/motel transactions; or
- Have a minimum of one (1) year experience in hotel/motel real estate sales including participation as the primary listing and/or selling agent in five (5) hotel/ motel transactions;
- Submit the Application for Certified Hotel Broker Designation; and
- Pay the application fee.

### Requirements for Certification

To qualify for certification, candidates, in addition to the above, must:

- Successfully prepare two (2) written presentations for a former, current or prospective hotel listing: 1) a proposal to list the hotel and 2) a marketing package for the listing;
- Make two (2) satisfactory oral presentations to a panel of industry judges including one veteran Certified Hotel Broker: 1) a listing proposal as the panel simulates the hotel owner, 2) a hotel marketing presentation as the panel simulates hotel investors;
- Be a licensed real estate broker or broker associate; and
- Submit all required fees.

### Designation Program

The Certified Hotel Broker Designation program is designed to recognize hotel broker professionals who have proven their ability to provide the highest level of professional service and guidance to their hotel real estate clients. To earn the CHB designation, candidates are required to earn points through relevant educational endeavors, leadership activities, industry participation and hotel sales performance. Candidates are also required as a part of program to participate in oral and written examinations administered by HBI. This process includes preparing a listing proposal and offering memorandum for a current or prospective hotel listing and making a satisfactory oral presentation to a panel of hospitality industry professionals including one veteran Certified Hotel Broker.

*The real estate industry's only certification in hotel brokerage, the CHB designation distinguishes those hotel brokers who have advanced their professionalism.*

### Program Administered by

Hotel Brokers International  
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## Maintaining Certification

Continued professional development activities are essential to enable hotel brokers to cope with the industry's rapidly changing conditions. Therefore to retain the Certified Hotel Broker designation, CHBs must accumulate 80 professional credits every five years and submit a completed CHB Recertification Form to the certification secretary. Each CHB first reaches their recertification date on the fifth January 1st following the date appearing on the certificate attesting to certification. After initial Recertification, CHBs must recertify at five year intervals with the CHB Recertification Report Form due by December 31 preceding the recertification date. Professional credits for recertification can be accumulated anytime from the date appearing on the CHB certificate (or from the last recertification) on the December immediately preceding recertification date.

## Life Certification

A CHB upon reaching age sixty-two or upon retirement is certified for life. No further reporting is necessary except to notify the certification secretary of meeting either requirement.

## Forfeiture of Certification

The CHB designation is property of Hotel Brokers International and is available for use only by designees in good standing. Termination of real estate license for any reason or failure to recertify will be immediate cause for an individual to forfeit the right to use the CHB designation in any communication, including print and use of the World Wide Web. Upon forfeiture of certification the individual is required to return to Hotel Brokers International all plaques, pins, certificates, etc. containing the CHB designation.

## Fees

**Application Fee** - A fee of \$500 (USD) is payable when the admissions application is filed. This fee is waived for HBI Members.

**Program Fee** - A fee of \$1,500 (USD) is payable with the submission of the written listing and marketing reports and must be received prior to scheduling presentations before the judging panel. This fee is reduced to \$1,000 (USD) for HBI Members.

**Designation Fee** - A fee of \$500 (USD) is payable upon filing the application for CHB Designation. This fee is reduced to \$300 (USD) for HBI Members.

**Recertification Fee** - For each five-year recertification the fee will be \$300. This fee is reduced to \$150 for HBI Members.

These fees partially offset the cost of developing and administering the Certified Hotel Broker Designation Program and are subject to change.

## Additional Information

For additional information about the Certified Hotel Broker Designation Program and/or to download the Application for Admission to Candidacy, visit <http://hbihotels.com/chb.php> Hotel Brokers International may be contacted at +1.816.505.4315 or [info@hbihotels.com](mailto:info@hbihotels.com).

### CHB Oversight Committee

Tony DeGeorge, CHB, Chairperson  
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