



Hotel Brokers International hbihotels.com

Hotel broker earns top hotel brokerage designation

Kansas City, Missouri, USA, February 1, 2012—Hotel Brokers International (HBI) has conferred the designation of Certified Hotel Broker (CHB) upon Larry E. Best, principal and designated broker for Buffalo Hotel Realty, LLC – a full service hospitality real estate advisory firm located in suburban Buffalo, N.Y.

Best, who has demonstrated exemplary brokerage skills, has more than 30 years of combined hotel and real estate experience and proven track records of successful hotel real estate sales and industry knowledge that augment his positions with his clients.

Before acquiring Buffalo Hotel Realty in 2006, Best worked in a variety of hospitality industry segments, including sales and marketing and design and construction. His extensive background in hotel renovation/construction and understanding of hotel operations give his clients - both buyers and sellers-an added dimension in hotel real estate.

Developed by HBI in 1994 to provide continuing education for hotel brokers, the CHB program is comprised of three educational modules and is the real estate industry's only certification in hotel brokerage. It is highly respected within the hotel industry.

CHB candidates complete coursework in hotel economics, investment analysis, sales strategy, marketing, information technology, and hotel brokerage administered through HBI and recently through Penn State University's Hospitality Leadership Institute under the instruction of John W. O'Neill, Ph.D., associate professor with the Institute and current director of Penn State University's School of Hotel Management and in cooperation with Mr. Steve Rushmore, president and founder of HVS, a global hotel consulting organization with 24 offices located around the world. Mr. Rushmore holds the CHB designation as well. Following the two-coursework modules, candidates must successfully complete oral and written examinations as well as deliver a presentation before an elite panel of judges who review their valuation understanding, listing presentations, packaging and sales skills.

Founded in 1959, Hotel Brokers International is the world's leader in hotel real estate sales. HBI's more than 75 hotel brokerage specialists have successfully negotiated more than 10,000 hotel real estate transactions and most recently have accounted for 48 percent of all mid-market and economy hotel sales in the United States. The organization's database currently comprises more than 200 property listings and the HBI website attracts more than 45,000 monthly site visitors from approximately 40 different countries. Founder of the Certified Hotel Broker designation program, HBI also hosts the popular Hotel Investor's Marketplace Webcast series and 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. For more information about HBI's hotel listings or to become a broker or affiliate member, visit www.hbihotels.com.

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