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For immediate release

Fred F. Ferrarini Awarded Honorary Lifetime Membership in Hotel Brokers International

KANSAS CITY, Missouri, USA – May 9, 2017 – Hotel Brokers International, the real estate industry’s oldest, most experienced network of hotel broker specialists, has bestowed honorary lifetime membership on Fred F. Ferrarini, CHB. HBI presented the mark of distinction to Ferrarini in recognition of his years of membership in and contributions to the association and hospitality real estate industry.

In response to receiving this honor, Ferrarini said, “HBI has been one of the greatest endeavors and associations of my life. It is an organization made up of high-quality real estate professionals that, through their combined efforts, raises the level of professionalism and sets an example for the entire industry.”

Ferrarini, a 20-plus-year member of the HBI network, has been in real estate sales since 1969 and has held a real estate broker’s license continuously since 1972. Prior to his retirement last year, Ferrarini was President and CEO of ProCom Lodging Brokers, Inc. located in Paso Robles, California. Ferrarini is well versed in all aspects of real estate investment and sales; however,



Fred F. Ferrarini, CHB

throughout his career his focus has been primarily commercial real estate and since 1990 he has concentrated on the complexities of hospitality real estate with a particular emphasis on upscale inns and hotels. During his tenure with HBI, Ferrarini served on the association’s Board of Directors, was a frequent speaker at the organization’s education meetings passing on his vast knowledge of hotel brokerage to the next generation of hotel brokers, and he spearheaded the association’s international membership program. In the most recent 15 years, Ferrarini was recognized seven times as the industry’s top Mountain/Pacific Regional Broker.

“Fred’s ongoing support of HBI throughout the years exemplifies the type of mutually beneficial relationship that our association thrives upon,” said Tony De George, CHB, HBI

president. “His contributions to HBI, to the hotel investment community and to the industry as a whole have been invaluable.”

HBI awards honorary lifetime membership to a small but very distinguished group of individuals who have over a significant period of years given exceptional service and made extraordinary contributions to the association and the hospitality real estate industry. Founded in 1959, Hotel Brokers International members lead the industry in hotel real estate sales. HBI hotel brokerage specialists have successfully negotiated more than 10,500 hotel real estate transactions and consistently account for the largest share of all select-service and economy hotel sales in the United States. The organization’s database currently comprises more than 100 property listings and the HBI website attracts site visitors from around the world. Founder and host of the popular Hotel Investor’s Marketplace Webcast, HBI also developed the Certified Hotel Broker professional designation program. In addition to hospitality real estate advisory 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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Contact:
Glenda J. Webb
Managing Director
Hotel Brokers International
+1.816.505.4315
gwebb@hbihotels.com