

**JOHN M. KEELING CRE MAI CHIA**

**The Keeling Consultancy, LLC**

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**PROFESSIONAL HISTORY**

Present

**Principal – The Keeling Consultancy, LLC**

Mr. Keeling accepts occasional assignments regarding arbitration or the formation of an expert opinion on matters involving hotels. Principally these assignments involve asset management, the negotiation of hotel franchise or management agreements, valuation of hotels or hotel interests, estimation of hotel economic impact, or the calculation of lost profits.

**Executive Vice President – Valencia Hotel Group**

Valencia Hotel Group specializes in the development and operation of full-service, independent hotels. In addition to management, the company provides development, branding and repositioning services. Mr. Keeling and the Valencia development team are currently developing a hotel project in the Grandscape mixed-use project in The Colony, Texas and downtown Tallahassee, Florida. Existing properties are located in Austin, College Station, Irving, Lubbock & San Antonio, TX and San Jose, CA. Mr. Keeling was a member of the Valencia team that developed Hotel Sorella (The Fontaine) in Country Club Plaza.

Prior

Senior Vice President & Shareholder – PKF Consulting

Managing Director – PKF Capital

President – Hospitality Advisory Services

President – Hospitality Transactions, Inc.

Regional Managing Partner – Laventhol & Horwath

Manager – Marriott Hotels & Resorts (Washington, DC; Chicago, IL; Dallas, TX)

United States Marine Corps

**AREAS OF SPECIAL  
COMPETENCE**

During his 30-plus years of hotel management, consulting, appraisal, brokerage, hotel asset management, and development, Mr. Keeling has provided hotel development consulting services and managed a diverse assortment of projects including hotel market studies, highest-and-best-use studies and project financing. Mr. Keeling's areas of specialization and relevant experience include the following:

- Hotel appraisals
- Workouts and repositioning of troubled hospitality assets
- Negotiation of hotel franchise and management agreements
- Hotel acquisition, site selection and financing
- Development and repositioning of full-service hotels
- Hotel facilities planning
- Financial structuring of complex real estate projects
- Preparation or critique of reorganization plans for hotels in bankruptcy
- Calculation of lost profits in a troubled hotel venture
- Hotel asset management
- Hotel disposition
- Expert testimony on hotel issues

#### **EDUCATION**

University of California at Los Angeles, CA – BA, History (Cum Laude)  
Michigan State University, East Lansing, MI – MBA, Hotel Restaurant & Institutional Management  
University of St. Thomas, Houston, TX - MATS  
Completed the Appraisal Institute course *Fundamentals of Separating Real Property, Personal Property, and Intangible Business Assets*  
Completed all course work for a Certificate of Completion of the Appraisal Institute's *Litigation Certificate* program  
Completed the American Hotel & Lodging Educational Institute certification program for the *Certified Hotel Industry Analyst* designation

#### **TEACHING**

Mr. Keeling has lectured numerous times at the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston and lectures on hotel design and serves on the student project review panel at the Rice University School of Architecture.

#### **RECOGNITION**

Mr. Keeling is a recognized authority on hotel matters and has been quoted in the *Wall Street Journal*, *New York Times*, *Newsweek*, *Business Travel News*, *Hotel Management*, and numerous weekly business journals and daily newspapers. He has been inducted into the exclusive Counselors of Real Estate (CRE). He is a Certified Hospitality Industry Analyst (CHIA).

He has been a speaker at numerous industry conferences including *The Lodging Conference* in Phoenix, the *Hospitality Law Conference* in Houston, *Meet the Money* in Los Angeles, the *Lifestyle/Boutique Hotel Development Conference* in Miami, the *Boutique & Lifestyle Leadership Symposium* in Las Vegas, the *Southern Lodging Summit* in Memphis, the *Hunter Hotel Conference* in Atlanta, the *THINC Conference* in Chicago and the *IMN New Hotel Development & Construction Conference* in both New York and Santa Monica.

In 2015 Mr. Keeling was inducted into the Michigan State University, School of Hospitality Business Hall of Fame as an Alumnus of the Year.

He was named an Honorary Alumnus of the Conrad N. Hilton College of Hotel & Restaurant Management at the University of Houston.

Mr. Keeling was given a Lifetime Achievement Award by the Hotel & Lodging Association of Greater Houston and a Distinctive Service Award by the Austin Hotel & Lodging Association.

He serves on the Real Estate & Development Advisory Council for The School of Hospitality Business at Michigan State University.

**PROFESSIONAL MEMBERSHIPS**

The American Institute of Certified Public Accountants – Retired Member  
The Appraisal Institute (MAI)  
The Counselors of Real Estate (CRE) (Past Chairman of the Houston Chapter)  
Forensic Expert Witness Association  
Hotel & Lodging Association of Greater Houston  
(Past Chairman of the Board of Directors and serves on the Board)  
The Urban Land Institute (Hotel Development Council)

**LICENSES**

Louisiana Certified General Real Estate Appraiser (G 1117)  
Texas Certified General Real Estate Appraiser (TX-1330308-G)  
Texas Real Estate Broker (0334658)

**PUBLICATIONS**

*Real Estate Market Analysis: Methods and Case Studies*. The Urban Land Institute. 2009 and *Real Estate Market Analysis: A Case Study Approach*. 2002 – (contributing author)  
"Hotel Market: Is this the Time to Sell your Economy Hotel?" in *AAHOA Lodging Business*, September 2006.  
"Distressed Situation Expected in Next Year," in *Hotel & Motel Management*, Nov. 5, 2001  
"Brands Have the Financing Edge," in *Hotel & Motel Management*, May 7, 2001.  
*Hotel Development*, The Urban Land Institute. 1996 – (contributing author)  
*Downtown Development Handbook*. The Urban Land Institute. 1992 – (contributing author)  
*Texas Real Estate Investment Guide*. Texas A&M University – (wrote hotel chapter).