



MENU OF SERVICES

## Resort Intelligence

**Market Feasibility Study** - A general economic overview iterating the strengths and weakness of area are assessed. Tourism trends are highlighted to complement the market feasibility exercises. Our consumer demand analysis addresses origin, age, income, life style and behavioral indicators tied to unit sales. The consumer demand component provides one of the most advanced progressive methodologies found anywhere in the world. The competitive market analysis component addresses the market driven demand by product types, unit mix and amenities. Our competitive market analysis also provides supply, demand and absorption. Overall, our market feasibility study provides recommendations on pricing, size, unit mix, amenities, target markets, competitive positioning and highest/best use.

**Cash Flow & Capitalization Modeling** - This is a series of analytical methodologies used to create a financial model for raising capital and tracking profitability for a project that stretch far beyond the standard operating proforma and static project costs. The master model starts with a supply & demand (S&D) model generated from the market intelligence data, then incorporates cost estimates and timing assumptions (construction budget), future revenue estimates and timing assumptions (sales/operating proforma) and then determines the optimal capital structure and sequence of capital events through project life span, circularly calculating the cost and timing of capital into the model (capitalization and returns). The compilation of these analyses results in the monthly life cycle portrait of a project's needs as well as its costs, revenues, sources of capital, uses of capital and profitability for each source over time. This master document is used to determine financial feasibility of a project, make financial decisions throughout the project, raise capital and track the accuracy of a project through execution and finally exit.

**Target Market Analysis** - This is the geo-demographic component addressing country origin, age, income, life style and behavioral indicators. The analysis leverages the life style and behavioral indicators for marketing messaging. A consumer demand component can be added to provide recommendations based on an advanced level of detail difficult to find globally. In addition, we identify local trends thru interviewing well qualified local real estate professionals for further validation.

**Tourism Analysis** - Our tourism analysis researches local and regional air travel trends. Travel time is assessed for potential market opportunities. Where available, growth rate profiling is provided. In many geographic areas, we have statistical knowledgebase historical archives.

**Database Management, Profiling and Analysis Reporting** - One competitive advantage we offer is market research that transpires into marketing tracking and reporting support. So much of market research is interrelated with marketing. We feel this is an unaddressed area in the development process. Our direct experience into the target market and market research can transfer directly into systems of efficiencies within the marketing strategy and execution. We can setup your customer database and provide insight into what *is* and what *is not* working within your marketing execution. Ongoing database management services extend all the way to email tracking and reporting for future optimization.

**List Purchase Recommendations** – Having a core knowledgebase in resort market and marketing intelligence naturally leads into long term relationships within list sourcing. We can support you if you are looking for additional customers and/or new blood in your database. Our access includes email lists of high-net worth individuals residing all over the globe. We have the historical archives to project the response you should receive. Purchasing terms and counts are clearly provided. We can support list purchases that also complement your existing marketing campaigns.

**Visual Market Intelligence International, LLC**

**Direct 775.770.4450**

[www.visualmarketintelligence.com](http://www.visualmarketintelligence.com)

## Leadership Background

### **Chad Martin – Principal and Director, Business Development**

Chad Martin founded Visual Market Intelligence International, LLC. In the last 5 years he has won 4 awards for his real estate contributions in the area of market and marketing analysis. His highest achievement was contributed as consumer profiling and analysis recommendations that directly resulted in a \$33 million increased sales revenue for the Hard Rock Hotel San Diego during preconstruction. Some of the most notable resort developments Chad has supported includes Four Seasons Costa Rica, Westin Verasa Napa, Icon Vallarta Mexico, Puerto Los Cabos Mexico and Montelucia Resort and Spa.

Chad specializes in identifying gaps in the development process and providing resources to fulfill those needs such as competitive market analysis, database marketing, and sales and marketing strategies. These services have resulted in an extensive proprietary database of private equity and high net-worth relationships entrenched in the Central and North American resort real estate markets. Before Visual Market Intelligence International, LLC Chad was the Director of Marketing for a commercial real estate brokerage TCN. Prior he was a Senior Market Analyst for Playground Destination Properties and Intrawest. Chad is a licensed real estate agent in the State of Nevada.

### **Michael Joh – Director, Market Analysis**

Michael Joh has been advising international developers in strategy planning with a particular focus in the areas of market and financial feasibility and transaction services for destination resorts, multifamily housing, urban infill, master-planned communities and mixed-use developments.

Prior to joining Visual Market Intelligence, Michael spent four years as a Senior Consultant at Robert Charles Lesser and Company, where he directed and managed over 130 real estate consulting engagements. As a consultant, Michael advised clients throughout the development process from project conceptualization to highest and best use land planning and financial modeling to maximize the value of his client's real estate assets. Michael's areas of expertise also include sourcing and negotiating complex structured transactions and joint venture formations between property owner and developers / investors.

Michael is a graduate from the University of Southern California with a Master's in Business Administration. He also earned a Bachelor's in Mechanical Engineering from the University of Michigan. Michael is an active member of the Urban Land Institute (ULI).

### **Orion Corcilius – Director, Capital Markets**

Orion Corcilius has spent his entire professional career working on the capitalization and development of hospitality projects, with a current focus on cash flow and capitalization modeling and overall deal formation.

Since 1999, Mr. Corcilius has been involved with the capital structuring, financial modeling, cash flow forecasting and cost tracking for over 30 resort, mixed-use, office, retail and residential acquisition/development projects ranging in size from \$5M - \$585M. In addition to capital markets achievements, he has also been involved with numerous \$200M+ mixed-use resort development projects, hospitality sector feasibility studies, competitive and positioning studies and due-diligence assignments. He was part of a team who in 1997 developed, opened and operated a cluster of three luxury resorts integrated into Universal Orlando's 5yr., \$4B expansion. Additional to a central support facility and the three \$570M, full service, themed destination resorts, the team opened a subsequent South Miami Beach Hotel, New Orleans Hotel and independently, a small boutique Inn located at Napa, CA. In total, some 3,500 resort rooms from ground up.

With over 10 years of experience in hotel and resort development, openings, finance and capital transactions advisory, Orion is actively involved with mentoring students, college programs, furthering education and industry events. He is a recipient of all three Duke of Edinburgh's Awards, an international leadership in action program that rewarded his "progressive nature, leadership skills and outdoor proficiency" and a graduate from the Cornell University Hotel School where he concentrated in Strategic Management Operations and Entrepreneurship.

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