



Real Estate Investment Club

February 6th 2018



Audrey's Favorite Super
Bowl
Commercial



Allie's Favorite Super Bowl Commercial



Taylor's Favorite Super Bowl Commercial



Kirby's Favorite Super Bowl Commercial

https://www.youtube.com/watch?v=4eKYR_iL5eU

and

<https://www.youtube.com/watch?v=s8ZMmgPcO-k>




**Pop Quiz: Which two NFL
teams just relocated to Los
Angeles?**

NFL Relocation Effect on Hotel Industry



Market	Comparison Years	Demand	Occupancy	ADR	RevPAR
San Diego	2017 vs. 2016	-11.1%	-12.0%	-8.5%	-19.5%
Los Angeles	2017 vs. 2016	+4.4%	+0.8%	+4.6%	+5.5%
St. Louis	2016 vs. 2015	-2.1%	-1.1%	+1.3%	+0.2%
Los Angeles	2016 vs. 2015	+5.1%	+4.4%	+11.5	+16.4%

Source: STR; comparison dates include night before and night of home regular season game; Los Angeles includes select submarkets only



**Pop Quiz: Do you know
where the Oakland Raiders
are planning on moving in
2020?**



Finance Tip of The Week

Flow Through Analysis

How much “flowed through” - aka retention - from either one period to another in your business (or budget vs. actual) to tell how well your property is doing

Period over Period - Flow Thru - Analysis - Retention Analysis

	This Period	Prior/Other Period	Variance	
Total Revenues	\$18,727,215 -	\$17,429,245 =	\$1,297,970	
			/	
GOP	\$6,325,649 -	\$5,773,798 =	\$551,851	42.5% Flow
	This Period	Prior/Other Period	Variance	
Room Revenues	\$11,409,462 -	\$10,689,740 =	\$719,722	
			/	
Rooms Profit	\$7,885,764 -	\$7,306,946 =	\$578,818	80.4% Flow



Company of the Week: Hotel & Leisure Advisors

- Started in 2005 by David Sangree right outside Cleveland, Ohio
- Focus on appraisals, feasibility studies, economic impact studies
- Great mentors with many years of experience
- 5 consultants each with their own personal reports
- FULL TIME JOB AVAILABLE & INTERNSHIP on SIRC's website and their website: hladvisors.com



Hotel of The Week: Kalahari, Poconos, PA

- Opened in 2015
- Cost \$230 million
- 150 acres
- Includes 453 rooms, 63,800 ft² of convention center, and 106,000 ft² of waterpark space
- 2017 renovation expanded by 520 rooms and 94,000 ft² of waterpark space



Dow's worst point drop ever



Monday was the biggest ever point plunge in a single day for the DOW (almost 1,600 points!!)

Over the next few days/weeks keep an eye on what this means for the hotel industry.

Any thoughts??



APRIL 14, 2018

- Commitment: 1 hour time slot
- Location: TBD
- [Donate online or to one of the E-Board member's account](#)
- MORE WE RAISE, BIGGER DIFFERENCE WE MAKE, AND ...PIZZA PARTY

Dues!

This is how we fund our trips and other fun things!

For one semester: \$25

(or more if you're willing)

We accept checks (made out to Real Estate Investment Club), cash, or Venmo to Allie-Chapekis





T-Shirts

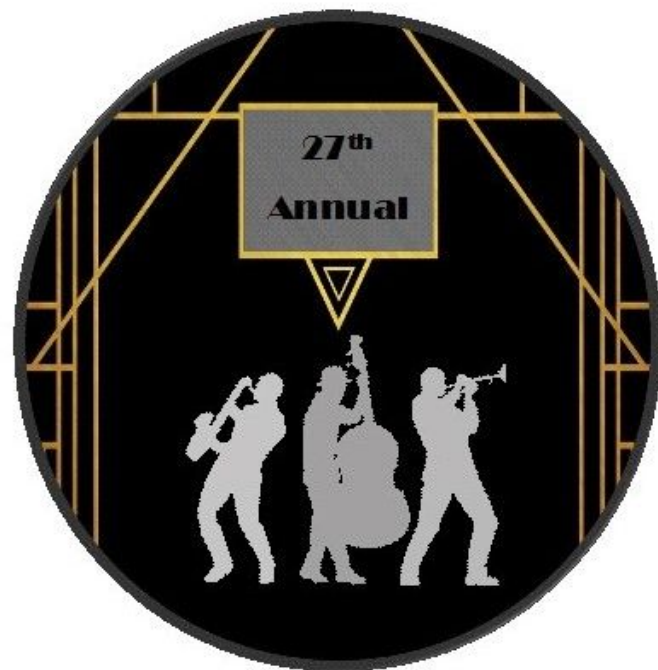
\$15

Venmo, Cash, Check to Allie

Venmo: Allie-Chapekis



Destination Auction



The Roaring 20s

Saturday, February 10, 2018