



NEWS

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HBI Web site makes hotel buying/selling virtually hassle free

A revised Web site offered by Hotel Brokers International (HBI) is about to change the way people in the hotel industry do business.

On October 6, HBI will launch hotelbrokersinternational.com, an online resource committed to taking the hassle out of hotel real estate. The site will become a one-stop-shopping experience for buyers. Not only will the site continue to provide dozens of useful industry resources, but it also will feature what is sure to be its most popular asset—a database of hotel property listings from the 30 member firms of HBI.

“This site will make everyone’s job easier,” said Ron McCord, CHB, HBI president and president of Milmark Hotel/Motel Investments. “By listing their properties on our site, hotel owners and real estate brokers will receive immediate, international exposure. Likewise, buyers will have quick and easy access to property information and to the broker who has additional first-hand knowledge of the property.”

HBI, the nation’s leading hotel brokerage organization, comprises more than 30 brokerage offices worldwide. Its members represent an international network of industry experts handling hotel properties of all levels and locations. The association offers members exclusive marketing, educational and transaction analysis resources.

With the advent of the new site users around the world will be able to search anywhere any time for hotel properties specific to their wants and needs. In just a few keystrokes, the site will provide detailed information about each hotel's history, location, price, number of rooms, broker representative and much more.

In addition to property listings, the new Web site will offer profiles of hotel brokers and extensive directories of real estate consultants, associations, legal representatives, lending agencies, media outlets and trade publications. Users also will be able to access a variety of industry tools, such as a mortgage calculator, as well as information on educational opportunities and upcoming industry events.

Steve Ferrarini, CHB, HBI member and president of ProCom Lodging Brokers, Inc., said the site would provide the state-of-the-art resources that industry experts have come to count on from HBI.

"People are increasingly tech-savvy," Ferrarini said. "They know what they want, and they know what to look for. This site will enable us to deliver information to them in the way they expect and will smooth the flow of information between brokers and buyers."

Ferrarini said that the site reflects the high level of professionalism of all HBI members.

"There aren't many organizations that do what we do," he said. "The new Web site shows that we work as a network of brokers to serve our clients' needs. It showcases our strengths and the high level of professionalism to which we all strive."

HBI's new [hotelbrokersinternational.com](http://www.hotelbrokersinternational.com) is free and open to the public.

Hotel Brokers International is an international association of hospitality real estate brokers. Annually, the largest number of hotel/motel sales transactions are brokered by members of HBI.

For more information visit HBI at <http://www.hotelbrokersinternational.com/>

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