

Proven Expertise for Positive Results

ZMC Hotels enjoys a national reputation as developers of outstanding new hotels in strategic locations and as turn-around experts for older properties. The company has an excellent track record of buying and converting poorly performing properties into profitable assets by an aggressive threefold formula.

- 1. Enhancing Values** - *new buildings, additions, remodeling, upgrading, landscaping, and re-franchising*
- 2. Controlling Expenses** - *meaningful budgets, efficient management, and reducing costs*
- 3. Increasing Sales** - *dynamic advertising and aggressive, multifaceted sales promotion*

Anniston/Oxford, Alabama

When the Holiday Inn was acquired in 1978, the property generated only \$650,000 in annual revenue. ZMC upgraded the entire property and added 40-room and 44-room freestanding buildings and a convention center. In 1993, an existing 44-room wing was converted to a Howard Johnson with a separate reservation system. In 1995, an Applebee's Restaurant was located in its parking lot. In 1997, the property generated over \$3.1 million. In 2000, after a complete renovation, the Holiday Inn was converted to a Best Western. The Best Western and Howard Johnson were successfully sold in 2004.

In 2000, a new Holiday Inn Express Hotel & Suites was constructed in Anniston/Oxford featuring the only indoor swimming pool in the market. This property exceeded its three year projections in just two years. A new Hampton Inn & Suites was constructed in the adjacent lot and opened December 2004.

Pima Motel - Scottsdale, Arizona

After acquiring this 93-room property in 1993, more than \$400,000 was spend on upgrading and remodeling. Sales volume increased 50% during the first 12 months. A new 34-room addition was completed in December 1995. All rooms have balconies overlooking the park-like pool area. In 2002, the name was changed to The Inn at Pima and the hotel was converted to a Condominium Suite Hotel. The conversion included the complete remodeling of 80 rooms into 1064 square foot two bedroom condominium suites with private outdoor patio areas. In less than 18 months, October 2002 - February 2004, all 40 condominium units were sold. Public areas of the hotel were also remodeled.

The Inn On Lake Superior - Duluth, Minnesota

The one of a kind 102-room Inn On Lake Superior was constructed in 1996 in the Canal Park district of Duluth, Minnesota. Located on the shores of Lake Superior next to Duluth's famous lake walk and featuring private lakeside balconies, the Inn was an instant success and received national acclaim for its exceptional service and amenities. In 2001, a 74-room addition with high end meeting space and a rooftop pool were added. The first rooms were ready to rent just 7 months after breaking ground.

Hampton Inn Portfolio Purchase

In September of 1999, ZMC Hotels lead a group of investors to purchase 10 Hampton Inns from Promus Corporation located at: Atlanta Airport; Atlanta Buckhead; Atlanta Cumberland; Jacksonville, FL; Newark Airport, King of Prussia, PA; Raleigh, NC; San Antonio, TX; Secaucus, NJ; Tampa Airport. Within a two day period, ZMC Hotels simultaneously took over all ten properties with three being in the path of Hurricane Floyd. The following year, all ten properties completed property improvement plans and were successfully re-licensed with Hampton Inn. This purchase was one of the largest hotel purchases of the year. This portfolio was successfully sold December 2005.

Lake Havasu City, Arizona

In 1985, a 162-room Rodeway Inn was purchased and converted to a Holiday Inn. Its exceptional performance has continually outperformed its competition. The Holiday Inn has received many awards including the coveted Environmental Award. In 2003, \$3.5 million was invested to renovate and convert this property to a Hampton Inn which began operation in 2004. ZMC also received the Conversion of the Year Award from Hampton Inn for this conversion in 2004.