HOTEL VALUATION SOFTWARE

Hotel Learning Online

Hotel Investment Library

Mortgage-Equity Appraisal Software
For All Types of Commercial Real Estate

Certified Hotel Valuation Software Consultant

Steve Rushmore, Founder of HVS, Wants to Teach his Latest Course to Your Students:

How to Perform a Hotel Market Analysis, Make Financial Projections and Value a Hotel using Hotel Market Analysis and Valuation Software

Designed for hotel school students who want to advance their careers by learning new skills that are relevant to every hotel owner, operator, lender, and consultant. If you need a course focused on how to perform a hotel market study, make financial projections, and value a hotel- Steve's course provides the necessary tools, knowledge, and software.

Over the past 40 years Steve Rushmore has been training his staff at HVS along with thousands of hotel school students and professionals the essential skills needed to analyze hotel investments. He also developed the software used during this process.

Now with Steve's online course he will personally work with your faculty so together they can guide your students through an actual hotel market analysis and valuation using his software. In addition to learning the software and successfully completing the course your students will receive the **Certified Hotel Valuation Software Consultant (CHVSC)** certification recognizing their newly acquired hotel analytical skills.

Answers to Your Questions:

How is the course structured?

Steve's online course consists of 75 short lesson using videos, reading materials, software, quizzes, and a final project to analyze and value an actual hotel. The

course takes about 30 hours to complete and would be considered at least a one credit hour university course. The course can also be sub-divided to meet your student's specific needs- for example it can cover just the topic of how to perform a hotel market analysis. For more information on Steve's course go to: https://www.hotel-learning-online.com/courses/how-to-use-hotel-market-analysis-and-valuation-software-work-copy

How is Steve's course different from other online courses?

Your students will be learning directly from a team composed of your faculty member and Steve Rushmore the "guru" of hotel market analyses and valuations. Through Zoom, Steve will be available to personally interact and answer your student's questions and guide them through the course. Steve's course teaches not only how to use the software but how to actually perform a hotel market analysis and valuation. The student's final project is valuing an actual hotel.

What is a Certified Hotel Valuation Consultant (CHVSC)?

After successfully passing this course, your students have earned the **Certified Hotel Valuation Software Consultant (CHVSC)** certification and will receive (via e-mail) a certificate suitable for framing. With their permission, Steve will e-mail pdf copies of their certificate to prospective employers and anyone else they designate acknowledging their Certification. Their name will also appear in a Directory of CHVSC members. Adding CHVSC certification to their resume and LinkedIn profile will certainly set them apart from other hotel professionals.

For more information on the CHVSC certification: https://certified-hotel-valuation-soware-consultant.org/

Hotel Learning Online hereby certifies that

Your Name

has completed the required course and examination, and has demonstrated proficiency in the use of Hotel Market Study & Valuation Software to become a:

Certified Hotel Valuation Software Consultant
CHVSC

The CHVSC designation grants you the right to display your achievement on your Curriculum Vitae, and represents the possession of unique expertise that will set you apart from other hotel consultants- March 29, 2021

Steve Rushmore, MAI, CHA
steve@hotelvaluationsoftware.com

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Who uses this course?

Steve's course was used by the Glion Institute of Higher Education and Les Roches hotel schools during the recent lockdown in Switzerland. More than 500 students took the course, and you can see their comments and feedback at: https://certified-hotel-valuation-software-consultant.org/testimonials

The consortium of The Hong Kong Polytechnic University, Ecole hôtelière de Lausanne, and the Conrad N. Hilton College, University of Houston, uses the course for their Master of Science HES-SO in Global Hospitality Business program.

The Jonathan Tisch Center of Hospitality at New York University just added this course to their graduate level hotel development program.

Endicott College, outside of Boston, includes the course to their hotel asset management class so their students can learn how effective asset management can enhance the value of their hotel.

Can I see a sample of this course?

Use this link to view Steve describing the course and also presenting one of the video lessons. https://youtu.be/IHxXMzYc8AQ

Do my students keep Steve's "Hotel Market Analysis and Valuation Software?"

Yes, your students will be using the latest Version #6 which they will download during the course. After taking the course they are entitled to free upgrades of Version #6 for three years.

Tell me more about Steve's "Hotel Market Analysis and Valuation Software."

Steve first developed this software for his firm. It was then enhanced by Professor Jan deRoos of the Cornell Hotel School. This software has been the most downloaded product on the Cornell website and is used by thousands of hotel professionals around the world. It consists of three models:

- Hotel Market Analysis and ADR Forecasting Model
- Hotel Revenue and Expense Forecasting Model
- Hotel Mortgage Equity Valuation Model

This software package also provides answers to a wide-range of key hotel investment questions such as- How much is my hotel worth? What can I do to maximize value? What is the likely impact of new competition? How much value will a refurbishment add? Is my market strong enough to support adding more hotel rooms? What is the impact of my brand adding another hotel to the market? If someday your student's role includes responsibility for generating an economic return for themselves or their investors- they need to include this software in their business toolbox.

For more information on Hotel Market Analysis and Valuation Software go to www.hotelvaluationsoftware.com

Why should your students take this course?

Quite Simply- If your student's future role in the hotel industry includes responsibility for generating an economic return for themselves, their investors, or clients- they need to take this course and use Steve's software to assist with all their important business decisions. If your students want to go into hotel consulting, asset management or someday own a hotel- this course will set them apart from other applicants. This course will also be helpful for students taking hotel financial and accounting programs. Steve has also taught hotel general managers seeking to move to corporate, career changers looking to get into hotel consulting, lenders needing to understand hotel economics, owners looking to expand their portfolios, and operators wanting to make more accurate budgets. This course is also perfect for a continuing education program.

This course is designed for students of all levels- undergraduates, advanced graduates, established hotel professionals and career changers. Basic knowledge of the hotel industry is helpful but not essential.

What is included with Steve's course?

The course includes access to the course, the three software models with updates, zoom calls with Steve Rushmore, and the Certified Hotel Valuation Software Consultant certification. Steve works very closely with your faculty so they fully understand all aspects of the course and software. After teaching the course with Steve many faculty are able to teach the course on their own.

Who is Steve Rushmore?

Steve is a graduate of the Cornell Hotel School and Founder of HVS- a global hotel consulting organization. He has authored seven textbooks and over 300 articles on various hotel investing topics. Steve lectures extensively to various professional

organizations and hotel schools around the world. For more details about Steve's background go to https://mortgage-equitysoftware.com/about-the-author

I have more questions about Steve's course.

Happy to answer your questions. Contact me via e-mail- steve@hotelvaluationsoftware.com Let's do a Zoom call to discuss how we can work together. Send me an e-mail and I will set up the call.

Testimonial- Tisch Center of Hospitality at NYU

From: Nicolas Graf <ng67@nyu.edu>
Sent: Tuesday, February 23, 2021 9:21 AM
To: Hotel Valuation Software <steve@hotelvaluationsoftware.com>
Cc: Simon Turner <simon.turner@alphalodgingpartners.com>
Subject: Thank you from NYU

Steve,

Many thanks for so enthusiastically collaborating with us in making your online course materials available to our graduate students. In the area of hotel market analysis and valuation, there is a real shortage of quality current reference material to help enhance the educational experience. Being able to incorporate your written and video materials into our curriculum has allowed us to meaningfully upgrade the course materials for our Design & Development class. As you know, we at the Tisch Center of Hospitality at NYU are very focused on providing a highly relevant educational experience incorporating innovation at every opportunity. Your partnership with us in striving to provide the best possible educational experience is very much appreciated.

Thanks again.

Nicolas

Nicolas Graf, Ph.D.
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Testimonial- The Hong Kong Polytechnic University

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

School of HTM
Hotel & Tourism Management
酒 店 及 旅 遊 業 管 理 學 院

23 June 2021

I am pleased to provide the following comments about the course provided by Mr Steve Rushmore on "How to Perform a Hotel Market Analysis, Make Financial Projections and Value a Hotel Using Hotel Market Analysis and Valuation Software".

This course have been provided to our Master degree students who taking Master of Science in Global Hospitality Business programme. A tripartite programme offered by School of Hotel and Tourism (SHTM) Management – the Hong Kong Polytechnic University, École hôtelière de Lausanne in Switzerland and the Conrad N. Hilton College of Hotel and restaurant Management at the University of Houston in USA. Students enrolled in this Master programme will be taking 3 intense semesters on 3 campuses across 3 continents.

In the course "How to Perform a Hotel Market Analysis, Make Financial Projections and Value a Hotel Using Hotel Market Analysis and Valuation Software", students gain unique knowledge of how to perform a hotel market study, make financial projections and value a hotel. We believe no other course covers this subject matter in such depth. In addition, upon successfully completing the course and final project, students receive the Certified Hotel Valuation Software Consultant (CHVSC) certificate that demonstrates their expertise in these functions.

This course benefits our MSc in Global Hospitality Business students by giving them the unique tools and knowledge to become hotel consultants, asset managers, developers, hotel owners and better hotel operators.

Mr. Steve Rushmore, founder of HVS and creator of the course is actively involved with teaching the course via- Zoom calls with the class and individual students, assisting with the final project and mentoring future career advice. Steve has been actively involved in teaching hospitality students. Steve was invited by SHTM to teach the postgraduate students on Hotel Valuation since 2016.

Mr. Steve Rushmore is an excellent and creative teacher/trainer. The course provide by Steve will undoubtedly make a big impact on student learning.

Yours sincerely,

Dr. Catherine Cheung
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HOTEL VALUATION SOFTWARE

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Mortgage-Equity Appraisal Software
For All Types of Commercial Real Estate

Certified Hotel Valuation Software Consultant

Testimonial- Endicott College

ENDICOTT COLLEGE
1939

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BEVERLY, MASSACHUSETTS 01915
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Steve Rushmore has developed an online course- "How to Perform a Hotel Market Study and Valuation Using Hotel Valuation Software," that adds great value to a hospitality management program. Seniors majoring in Hospitality Management at Endicott College took Steve's course and earned the Certified Hotel Valuation Software Consultant (CHVSC) as part of their Hotel Asset Management course taught by adjunct Professor Shelley Schmeck. Prof Schmeck worked closely with Steve as he coached her and the students throughout the semester-long course. Prof Schmeck made the commitment to learn the software program herself so she could more effectively coach the students in her class.

This certification will benefit Endicott students because it adds significant value to a student's degree in hospitality management. Hiring managers will value the certification especially when hiring for entry level management positions in hospitality consulting, asset management, revenue management, and front office operations.

Endicott students are well prepared to enter the industry having participated in three extensive internships throughout their four years of college. The Certified Hotel Valuation Software Consultant Certification gives them an additional credential which complements their practical and theoretical knowledge.

Steve provides students a learning experience not available in most hotel management programs and I highly recommend adding his course to your curriculum.

Warm Regards,

Todd Comen, Ph.D
Dean, School of Hospitality Management
Endicott College

Testimonials- Actual Students

To: Steve Rushmore <steve@steverushmore.com>
Subject: Re: You are now a Certified Hotel Valuation Software Consultant

Dear Steve,

Thank you so much for your help during the past days and the certificate!

I remembered clearly that I felt a bit confused the first time I tried to finish those three excel documents. When I received your feedback I was really touched because you looked through my whole estimation and gave me very valuable information about how to adjust the wrong result.

The lectures about how to use the excel and how to estimate data are very useful for my future study life and work career. Because of this online lecture, I learn the connection between different kinds of data and how to combine then to calculated the final value.

I believe this ability and certificate could not only help to find good jobs, but also give me a new logic to solve problems.

Thank you again and look forward to see you in person in the future.

Best regards,
Tracy

Olivier Slaats • 1st
MSc Global Hospitality Business Student
1mo • Edited • 🌐

Happy to share with you that I have recently been granted the ____ certificate as a Certified Hotel Valuation Software Consultant (CHVSC). A big thank you to Steve Rushmore for his valuable insights and classes. He has guided my fellow classmates and myself in how to properly analyze hotel market data and set projections in terms of revenue and expenses. Eventually, I was able to apply this data into a mortgage-equity valuation model and propose an estimated market value for a subject property.
I definitely recommend the course to others who are interested in hotel valuation as it prepares you for real life situations in the industry.

Hotel Learning Online hereby certifies that

Olivier Slaats

has completed the required course and examination, and has demonstrated proficiency in the use of Hotel Market Study & Valuation Software to become a:

Certified Hotel Valuation Software Consultant
CHVSC

The CHVSC designation grants you the right to display your achievement on your Curriculum Vitae, and represents the possession of unique expertise that will set you apart from other hotel consultants- March 29, 2021

Steve Rushmore, MAI, CHA
steve@hotelvaluationsoftware.com

What is the course content and learning outcomes?

The following is an index of the lessons contained in the course which describe the courses' content and the material the students will learn.

What Is a Hotel Market Analysis and Valuation?
How to Value a Hotel- Intro Case Study- Introduction
How to Value a Hotel- Intro Case Study- Cost Approach
How to Value a Hotel- Intro Case Study- Sales Approach
How to Value a Hotel- Intro Case Study- Income Approach, Final Value
Hotel Appraisal Theory
Phases of Performing a Hotel Market Analysis and Valuation
Hotel Data Collection Checklist
Introduction to Hotel Market Analysis
Projecting Hotel Occupancy Using the Build-up Approach Based on an Analysis of Hotel Activity
Hotel Market Overview- Demand Generators and Competitive Supply
Define the Primary Hotel Market Area
Identify Generators of Transient Visitation
Case Study- Analysis of Hotel Demand Generators
Identify Major Hotel Market Segments
Identify Primary and Secondary Competitive Hotels
Buildup Approach Based on an Analysis of Hotel Activity- Calculations
Case Study- Analysis of the Secondary Competition- Competitive Weighting Factors
Estimate Latent Hotel Demand
Case Study- Calculation of Latent Demand
Forecast Demand Growth Rates
Projecting Hotel Room Night Demand into the Future
Case Study- Projecting Room Night Demand Growth Rates
Quantify Existing and Expected Competitive Rooms Supply
Classification of Hotels and Their Facilities
Evaluating the Potential of Future Competitive Hotel Supply
How to Calculate the Total Market Demand Adjusted for Unaccommodatable Demand
Develop Base Year Competitive Indices

Project the Competitive Indices of Each Hotel

Calculate Market Share, Fair Share, Room Nights Capture, Occupancy

How to Estimate a Hotel's Stabilized Occupancy

What is a Hotel's Average Daily Rate?

Projecting a Hotel's Average Daily Rate

Forecasting ADR Using the Competitive Positioning Method and the Market Segmentation Approach

Hotel Market Analysis & ADR Forecasting Model- v6

Project Average Daily Rate- Software

Forecasting Hotel Revenues and Expenses- Fixed and Variable Component Approach

What is the Uniform System of Accounts for the Lodging Industry?

Hotel Revenue and Expense Forecasting Software Model

Hotel Mortgage Equity Valuation Procedure

Hotel Valuation Articles

Hotel Mortgage Equity Software Input

Hotel Mortgage-Equity Valuation Model- v6

How a Lender will Evaluate Your Hotel Loan Using a Debt Yield Ratio

Final Project- Case Study Hotel Market Analysis & Valuation- Instructions and Appraisal Report Download

Important Download- Updated Software