

DIEHOGA Hotel Consulting – Experience in Hotel Real Estate and Advisory Services

DIEHOGA Hotel Consulting is an owner-managed consulting firm with more than 20 years of industry experience in advising tourism-related properties and businesses. We specialize in **hotel real estate** and hotel-related assets such as hotels, boarding houses, serviced apartments, hostels, senior living and nursing facilities, campsites, and food & beverage establishments.

As an independent **hotel consulting and hotel advisory** firm, we support our clients throughout project development and implementation, business acquisitions, as well as executive management, repositioning, and strategic business development. Our clients benefit from proven, solution-oriented consulting approaches, in-depth feasibility studies, and up-to-date hotel market reports.

Discover our expertise and performance in professional **hotel advisory services**:

Call +49 176 4884 62 90 or use our contact form.



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HOGA
KFABRIK

Hotelconsulting - einfach.gut.beraten.

For more than 20 years, DIEHOGA Hotel Consulting has been providing tailored hotel consulting services for hotel investors. We deliver reliable hotel market analyses, location assessments, and RevPAR forecasts that support well-founded investment decisions.

As an owner-managed **hotel advisory** firm, we combine hands-on, practical solutions with detailed

feasibility studies and comprehensive hotel market reports to maximize return potential and optimize exit strategies. Benefit from customized studies and proven consulting approaches specifically designed for the requirements of hotels, serviced apartments, and boarding houses.

Start operational optimization — Call +49 176 4884 62 90 or use our contact form.



Business Succession & Ownership Transition

Business acquisitions offer investors the opportunity to acquire established revenue streams, realize synergies, and strategically expand their portfolios. Particularly in hotel real estate, boarding houses, and serviced apartments, in-depth market knowledge and operational expertise are essential. As part of our **hotel consulting and hotel advisory** services, we conduct comprehensive technical, legal, and financial due diligence. We review operator agreements, lease and rental structures, assess CapEx requirements, and prepare realistic RevPAR and cash flow forecasts. We support our clients with purchase price assessment, contract negotiations, tax and financing structuring, as well as the selection of suitable operators or management agreements. Following completion, we assist with post-acquisition integration, CapEx implementation, and performance optimization to safeguard asset value and maximize returns.



Hotel Investor & Operator Search Advisory

As a starting point, we develop tailored concepts for targeting and selecting potential hotel investors and operators. This process culminates in the creation of a professional information memorandum for the hotel property or project. The goal is to identify suitable partners, generate interest, and efficiently prepare the transaction. We structure the selection process, conduct preliminary screenings of potential partners, and prepare the due diligence documentation. This includes checklists for legal, technical, and financial assessments, as well as a timeline for the transaction phases.

Upon request, we provide advisory support during transaction negotiations, covering negotiation strategy, purchase price determination, contract terms, transition arrangements, and integration planning. Our objective is to minimize risks and secure the long-term value of the property.



Hotel contract negotiations

In our advisory role during contract negotiations, we define the property-specific financial components, identify variable contract elements, and address industry-specific requirements. Our goal is to ensure a legally secure and economically viable agreement that balances the interests of hotel investors and operators. Variable clauses such as revenue sharing, graduated rents, termination rights,

contract duration options, and performance milestones are systematically reviewed and strategically formulated to ensure both flexibility and predictability.

We actively support you in negotiations for hotel properties, including negotiation strategy, drafting of contract clauses, review of operator agreements, coordination with legal and tax advisors, and guidance through to signing and handover.



Corporate Social Responsibility (CSR)

We are aware of our corporate social responsibility and systematically integrate CSR into our business operations. Since 2020, we have followed a structured approach that combines sustainability, social responsibility, and good corporate governance. We define action plans, implement prioritized projects, and integrate CSR criteria into project and investment decisions.

Our initiatives are operationally managed and regularly evaluated for effectiveness. We systematically document measures and progress, preparing results for both internal management and external communication. Continuous evaluation and adaptation ensure that our CSR strategy remains practical and delivers measurable impact.



Market Value – Hotel Fair Value

Our qualified and highly experienced hotel consultants prepare fair value assessments in accordance with German Building Code (BauGB), determine lending values under BelWertV, and calculate market values using income capitalization methods and Discounted Cash Flow (DCF) analysis. We provide reliable hotel appraisal reports and scenario analyses that support well-founded investment decisions and financing processes. Using practical valuation models, sensitivity analyses, and comparative studies, we identify value drivers, risks, and optimization potentials for your hotel property, presenting results for banks, investors, and due diligence processes.

For hotel operators, we provide market-based valuations to support operator transitions, lease negotiations, and strategic decision-making. Our assessments consider operational metrics such as RevPAR, occupancy rates, and CapEx requirements, as well as industry-specific characteristics.

Hotel Development Consulting & Construction Advisory



We provide practical, advisory construction support for hotel developments and existing properties. Our focus is on ensuring schedule, cost, and quality targets, as well as coordinating between the owner, planners, and the future hotel operator. We review detailed plans for feasibility, cost implications, and operator requirements, suggesting optimizations where needed. The goal is to minimize later change orders, optimize space and equipment standards, and ensure smooth operational workflows once the hotel is operational. The key services include:

- Participation in planning and construction meetings.
 - Continuous review and optimization of detailed plans.
 - Site inspections with the owner and future hotel operator during construction.
 - Advisory support during handover of the building and property to the hotel operator.
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Hotel Financial Consulting & Advisory

We support hotel investors and operators in the structured preparation and negotiation of financing for hotel properties. This begins with a complete analysis of property documents and the organized compilation of all relevant materials in a secure data room.

A well-structured data room accelerates review processes, reduces follow-up questions, and strengthens the negotiating position with financial institutions.

Comprehensive hotel studies and appraisal reports provide decision-making foundations for banks and investors, increasing the likelihood of favorable financing terms. Targeted negotiation strategies minimize financing risks, optimize conditions, and ensure the liquidity required for project implementation.



Hotel Asset Management

The development of the hospitality sector is increasingly leading to a separation of property ownership and operational management. Successful hotel asset management therefore requires sustainable, hotel-specific expertise that protects investment value and maximizes operational returns. Core activities include:

- **Strategic Portfolio Analysis:** Identifying value drivers, exit timing, and repositioning opportunities.
- **Operator Selection & Contract Management:** Choosing suitable operators, supporting lease and management contract negotiations, and structuring agreements based on KPIs.
- **Performance Monitoring:** Tracking RevPAR, GOP, occupancy, ADR, and CapEx; conducting regular variance analyses and developing action plans.
- **CapEx & Budget Control:** Prioritizing investments, lifecycle planning, and controlling to preserve asset value.



Hotel Business Acquisitions & Sales

Successful acquisition or sale of a hotel property relies on detailed company and purchase price analyses, a professional property presentation, and access to long-standing, transaction-focused industry contacts. We combine analytical depth with market access to guide you confidently through every step of the transaction. For buyers and hotel investors, the focus is on making well-informed investment decisions and minimizing transaction risks. Hotel sellers rely on our hotel consulting to achieve the highest possible sale price with a smooth transaction process.

To this end, we develop negotiation strategies, support price and contract negotiations, and coordinate closing processes, including handover protocols, warranties, and remaining performance agreements, ensuring a legally secure and operationally seamless transfer.



Hotel Acquisition Due Diligence

In hotel due diligence, we examine all purchase price–relevant components of a hotel property to provide a reliable basis for acquisition and financing decisions. The process begins with a structured project kickoff, including a complete analysis of property documents and the creation of a secure data room. Building on this, we conduct an operational review of management structures, operator agreements, staffing, and service levels. We analyze historical performance metrics such as RevPAR, ADR, occupancy, and GOP, and prepare realistic income and DCF forecasts, including sensitivity analyses.

In parallel, we perform a technical assessment to determine CapEx requirements, maintenance backlogs, fire safety and defect risks, and a legal review of lease agreements, service contracts, and warranty claims. By combining these analyses, we derive a clear risk assessment and purchase price adjustments, document value drivers and deductions, and calculate an **“Adjusted Purchase Price”** to support negotiations.



FF&E and Hotel Inventory Appraisal Services

Our qualified hotel consultants perform professional and practical valuations of hotel inventory (FF&E, SO&E, or OS&E). Inventory valuations are essential for legal disputes, purchase transactions involving separate building and inventory purchase prices, and landlord lien claims. We assess the condition, replacement value, depreciation, and, where applicable, residual value of furniture, equipment, and technical devices, documenting the results comprehensively for legal, tax, and financial decision-making purposes.

Our approach includes on-site inventory recording, classification by usage groups, valuation of individual items based on market standards, and preparation of a detailed valuation report with photo documentation, valuation assumptions, and transparent value determination. An inventory valuation by **DIEHOGA Hotelconsulting** provides legal certainty, supports realistic purchase price negotiations, and minimizes financial risks in disputes or financing matters.

Hotel Real Estate Grants and Incentives Advisory



Particularly during the establishment or stabilization of a hotel operation, required investments can, in some cases, be financed with government grants or subsidies. Our hotel consultants are familiar with the current funding landscape in tourism and hospitality and assess the eligibility of your project for available support programs.

Sanierungsberatung bei Hotelimmobilien



Hotel renovation and turnaround advisory begins with assessing the stage of the crisis and analyzing its root causes, conducted by our experienced hotel consultants. Based on this analysis, tailored solutions are developed, interim hotel management can be assumed, turnaround studies (e.g., IDW S6) are prepared, and creditor negotiations are led.

Advisory services while development stage of a company

Start-up

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