

Allowing hotel ownership access to anyone



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Highlights

- 1 Invest today and become an owner in a crowdsourced hotel fund management company. 🏆
- 2 Invest now to potentially receive 20%+ discounts on future hotel rooms run by HotelierCo. 🔥
- 3 We will have ownership in the managed hotels. Hotels owned by you. 🏠
- 4 We own an office building being converted into a boutique train themed hotel in Virginia. 🚂
- 5 We have land for a new boutique hotel development in North Carolina. 🏡
- 6 Invest and earn your share of profits from hotel investments, management and promotes. 🤝
- 7 Be part of the hospitality revolution! 🇺🇸

Our Team



Nathan Kivi CEO & Founder of HotelierCo

With 17 years of experience in corporate finance, investment banking, asset management, fund management experience, Nathan has a track record in roles including Chief Investment Officer for

LEAD INVESTOR



Brad Kessler

I am an early round investor - mainly seed through A. I look not only for companies with concepts and/or products that I believe can disrupt industries but also for strong management teams that can execute an idea and business plan and navigate the challenges of an early stage company to a successful exit. I have invested in the previous 2 rounds of HotelierCo (smaller amounts to test the waters) and I have watched Nathan and Scott execute their vision to a T. Their knowledge and experience in hotel acquisition and management is top level and I feel that the time is right for me to commit to a higher investment. They have not only earned my trust but have grown company valuation (and subsequently my previous investments) and I am confident in their ability to continue to do exactly the same and execute this amazing concept.

Invested \$25,000 this round & \$7,500 previously

My background is in hotel funds management with spending time working for a large brand (IHG) and a hotel management company (Valor). I had always wished I could have invested some of my own money into these hotels - but at the time no avenue existed to allow for this. With crowdfunding this is now possible, look out hospitality!



Scott Levine Head of Capital Markets & Founder of The Waxhaw

After a successful 15-year Wall Street career focused on private equity and pre-IPO investments, Scott began to work creative finance solutions on single-multi family housing and secured the project for The Waxhaw.



John Howard Client Relationships & Founder of The Railroader

A veteran locomotive engineer, John also has 30 years experience in sales, marketing and business management. His entrepreneurial spirit led to John finding and developing the plans for The Railroader hotel in his native hometown of Clifton

Imagine Making Neighborhoods

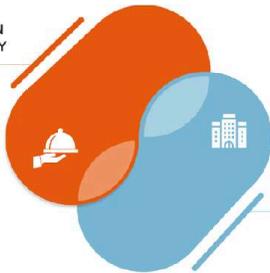


HOTELIER*CO

THE PROBLEMS

THE DEMISE OF LOYALTY IN THE HOSPITALITY INDUSTRY

Instead of displaying allegiance with hotels that promote their local community, customers are loyal to brands that offer incentives such as free dinners & free nights. Hotels are engaged in a battle for mass "discount" focused loyalty on digital media, resulting in shifting alliances.



The war between big brand companies and online travel agencies (OTAs) results in hotel owners paying exorbitant amounts of money to get their properties visible on these platforms, and the guests who are purchasing vacation packages.

THE RAGING WAR ON FEES

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HOTELIER*CO

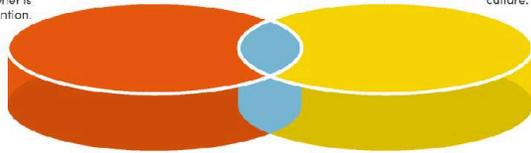
OUR SOLUTION

PASSING ON THE SAVINGS TO OWNERS

BUILDING A LOCAL ARMY OF MARKETERS

Rather than spending significant amounts of fees on branding, we focus on creating personalized experiences, symbolic of exclusive luxury clubs, where each investor/co-owner is given individual attention.

Local community members investing in the hotels will take robust measures to promote these hotels to local & international visitors as a part of authentic local culture.



THE OPPORTUNITIES

SHIFTING PREFERENCES
In a survey conducted on Millennials on their preferences for traveling, 87% responded saying they would choose exploring new cultures and experiences



A GROWING NICHE
According to TripAdvisor, boutique hotels have been quicker to rebound and are performing better as compared to traditional hotels, demonstrating their resilience and demand



PERFORMANCE METRICS
The average boutique hotel's occupancy rate is 62.1% (based on information available from June 2022) averaging \$153 per available room per night.



WE ARE



Build communities with shared visions

A community-driven, crowdfunding asset management firm specializing in luxury boutique hotels in suburban communities and small towns. We identify, assess, invest in, and develop hotels. We create stories to redefine hospitality investments. We offer a curated experience for investors, providing investment opportunities while building a community of hoteliers.

OUR TEAM HAS



Collective experience of 35 years in finance and investment & 15 years in sales and marketing



Experience in collecting unique stories and transforming the industry into something authentic



Partnered with special design teams across architecture, interior design and branding



WE WANT TO REDEFINE HOSPITALITY INVESTMENT

Our goal is to build a portfolio of boutique hotels. Hotels developed with the support of a community that values exceptional, sustainable, and locally inspired hospitality experiences. This combination provides an enhancement to the investment opportunities.



HOTELIER+CO

OUR VISION



VISION

To become a leading platform for hospitality investments, transforming the industry into a more authentic, participative, and community-focused experience while showcasing the stories of local cultures and communities

MISSION

To create a new standard of hospitality investment through co-creation, collaborating with investors, developers, and other industry participants to create business opportunities while developing an innovative portfolio of profitable boutique hotels



HOTELIER+CO

OUR PROCESS

We have a creative and innovative process to identify properties that can generate returns. Our specialist team leverages their expertise to discover, acquire, and underwrite hotels in ideal locations. Each property we select has a story that will resonate with its brand identity, offering investors and guests a remarkable experience. Once a property is developed, it will either be managed by HotelierCo or a professional third-party hospitality company.



HOTELIER+CO

LOYALTY PROGRAM FOR INVESTORS

All investors will be included in a loyalty program, rewarding the owners according to their total investment across HotelierCo and the individual assets:

	SILVER	GOLD	PLATINUM	DIAMOND
INVESTMENT	\$1 - \$25K	\$25K - \$100K	\$100K - \$250K	\$250K+
ROOM RATE DISCOUNT	10%	15%	20%	25%
F&B DISCOUNT	0%	0%	10%	10%

Everyone that invests in the current round will receive Platinum Status

WE HAVE ALREADY IDENTIFIED AND BEGAN WORK ON TWO UNIQUE AND LUXURIOUS BOUTIQUE HOTELS

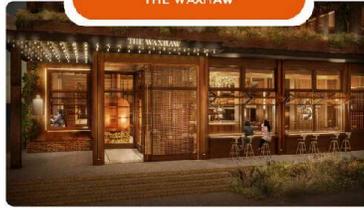


THE RAILROADER



A railroad-themed boutique hotel in Virginia

THE WAXHAW



A 4-star, 31 room boutique hotel in North Carolina

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THE RAILROADER



KEY FEATURES

09 Guest Rooms
Multiple Social Spaces
Rustic Wood Decking
George Washington Suite

DESCRIPTION

A railroad-themed boutique hotel based on the famous passenger trains which passed through Clifton Forge, Virginia.



KEY METRICS

Opening: Feb 2024
Total cost: \$1.8 million
Target IRR: 16.8%*

* Forward-looking projections can't be guaranteed.

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THE WAXHAW



KEY FEATURES

31 Guest Rooms
Restoring Cultural Heritage
Rooftop Bar
Onsite Restaurant

DESCRIPTION

This 4-star development in North Carolina will focus on sustainable development. The hotel & its services will personify the local culture.



KEY METRICS

Opening: Mar 2026
Total cost: \$15.75 million
Target IRR: 13.0%*

* Forward-looking projections can't be guaranteed.

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BUSINESS MODEL



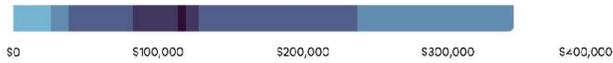
Management Fee: 0.75%
(of the asset value)



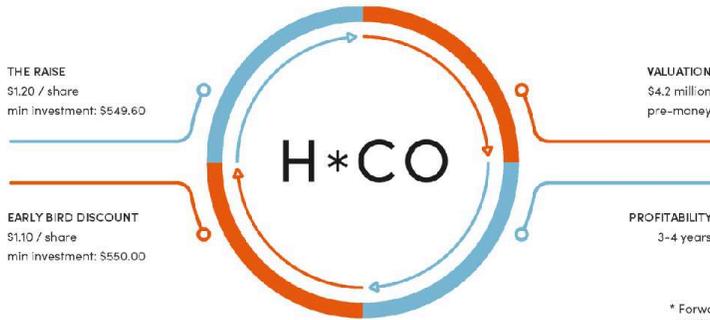
Development Fee

We will also charge performance fees on hotels. At this stage:

- ▶ The Railroader has a 10% Preferred Returns then 35% to H*Co
- ▶ The Waxhaw has an 8% Preferred Returns then 35% to H*Co



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* Forward-looking projections can't be guaranteed.

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