

假日酒店销售备忘录和经济分析
Sales Memo and Economic Analysis of Holiday Inn

假日酒店基本信息
Basic Information of Holiday Inn

房地产经纪人代表买方佣金 2%

The broker represents the buyer on a commission of 2%

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假日酒店网站:

Hotel Website: WWW.HOLIDAYINN-ELMONTE.COM

1, 酒店基本信息:

Basic Information of the Hotel:

1), 酒店地址:

Address of the Hotel : 9920 VALLEY BLVD EL MONTE CA 91731

2), 酒店土地面积: 14 万平方英尺。

Land Area of the Hotel: 140,000 square feet

3), 酒店物业建筑面积: 96000 平方英尺。(以规划图为准)

Construction Area of the Hotel: 96,000 square feet (please refer to the layout plan).

4), 酒店一楼: 配套 LOBBY,健身房、会议室, 宴会厅, 办公室、中西餐厅, 洗衣房。仓库等 等配套。

The 1st floor of the Hotel: supporting facilities including lobby, gym, conference rooms, banquet hall, offices, Chinese and Western restaurants, laundry room, storage and etc

5) , 二楼和三楼, 四楼, 包括一楼部分有 141 个房间。

There are total 141 rooms on the 2nd, 3rd and 4th floor, including some rooms on the 1st floor.

6) , 酒店停车场: 168 个。

Hotel parking: 168.

7) , 酒店 2017 年 12 月份建筑完成。

The Hotel was completed in December 2017.

8) , 酒店经营时间: 2018 年 1 月份到现在 2020 年。

Hotel Operation Time: January 2018 to present (2020)

9) , 酒店级别 3.5 星级

The Hotel level is 3.5-star.

10) , 酒店装修标准四星级标准

The decoration standard of the Hotel is four-star standard.

11) , 酒店房间面积分别: 平均 450 平方英尺、550 平方英尺、650 平方英尺。

The area of the hotel rooms is respectively: 450 sqft on average, 550 sqft and 650 sqft.

12) , 酒店公共空间高大时尚大气。LOBBY 四星级酒店标准。

The public spaces of the Hotel is high class, fashion and top grade. The lobby is four-star standard.

2, 酒店过去两年销售收入:

Sales income of the Hotel in last two years:

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1) , 2018 年 580 万美金。
\$ 5,800,000 in 2018.

2) , 2019 年 500 万美金。
\$ 5,000,000 in 2019.

3, 酒店赚钱的方式:

Methods Hotel makes money:

1) 降低不合理的经营成本, 餐厅必须租赁经营。

Reduce the unreasonable operating costs, and the restaurants must be rented to operate.

2) , 尽可能不要贷款购买酒店, 如果贷款购买酒店, 投资收益率只能计算直接投资的部分。

Try not to buy the Hotel by bank loan, if to do so, the rate of return on investment can only calculate the portion of direct investment.

3) , 酒店过去两年融资成本高: 2017 年酒店是投资了 4500 万美元建成; 2018 年开始酒店有资产抵押贷款 1500 万美金。2019 年 10 月份 2000 万美金的基金公司贷款, 目前每个月贷款利息 13 万美金, 年度利息 7.8%, 一年需要 156 万美金的融资成本。

Hotels have had high financing costs over the past two years. The Hotel was built with an investment of \$45 million in 2017. Starting in 2018, the Hotel has an asset mortgage of \$15 million. In October 2019, \$20 million of fund company loan was made. At present, the monthly interest of the loan is \$130,000, and the annual interest rate is 7.8%. The annual financing cost is \$1.56 million.

4) , 酒店在过去两年大规模面积自己经营餐饮业, 这是一个非常错误的经营方式。2018 年餐饮部门员工 40 人以上, 增加了经营成本, 餐饮业部门员工工资 80 万美金。2019 年餐饮部门员工减少到 20 人左右, 员工工资 40 万美金。

In the past two years, the Hotel has been running catering industry on a large scale by ourselves, which is a very wrong way of doing this business. In

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2018, there was more than 40 employees in the catering department, which increased the operating costs. The salary of employees in the catering department was \$800,000. In 2019, the employees of the catering department was reduced to about 20, with the salary of \$400,000.

因此过去两年融资成本+餐饮业部门人工成本=200 万美金以上。
Therefore, financing costs in last two years + salary of employees in the catering department = more than \$ 2 million

5) 新的业主购买酒店不可以计算融资成本和餐饮业成本。
New Hotel purchaser can not calculate the financing costs and costs of catering department.

4, 酒店年度利润: Annual profit of Hotel:

1) , 如果现金购买没有每年 150 万美金的贷款利息成本。
There will be no costs on annual loan interest of \$ 1.5 million if the Hotel was purchased in cash.

2) , 如果将餐饮业租赁经营, 没有餐厅部门人工成本 40 万美金以上。再加上没有贷款, 可以降低经营成本 200 万美金以上每年, 因此酒店利润是年度 200 万美金以上。
If the restaurant was leased, there will no labor cost of more than \$400,000, and without the loan, the operating costs can be reduced by more than \$2 million per year. Therefore, the annual profit of Hotel will be more than \$ 2 million.

5, 酒店房地产价值分析: Hotel's real estate value analysis:

1) , 酒店土地 3 英亩, 目前 EL MONTE VALLEY BLVD 3 英亩土地市场价值 1800 万美金。
There are 3 acres of land for hotel, and the current market value of the land for EL MONTE VALLEY BLVD is \$18 million.

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2) , 房地产室内面积大约 96000 平方英尺, 建筑成本 2000 万美金。
The interior area of the real estate is approximately 96,000 square feet, and the construction cost is \$ 20 million.

3) , 项目图纸设计+融资成本+项目管理费用+各种其它费用。大约 1000 万美金。

Drawing design of the project + financing cost + project management cost + other charge is about \$10 million.

4) , 因此假日酒店实际房地产投资成本是 4500 万美金。

Therefore, the actual real estate investment cost of Holiday Inn is \$45 million.

5) , 房地产市场价值 5000 万美金。

The real estate's market value is worth \$ 50 million.

6) , 2019 年 10 月份银行贷款房地产评估报告价格 4100 万美金。

In October 2019, the bank loan evaluation report of real estate's price was \$41 million.

6, 酒店年度利润预测:

The annual profit forecast of the hotel:

1) , 年度销售收入 500 万-600 万美金之间。

The annual sales income is between 5 million and 6 million.

2) , 员工成本年度 90 万美金是合理范围。

The annual staff cost of \$900,000 is a reasonable range.

3) , 房地产税和物业维护年度成本 50 万美金。

The annual cost of real estate tax and property maintenance is \$500,000.

4) , 年度保险 20 万美金。

Annual insurance is \$ 200,000.

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5) , 水电费成本 40 万美金。 合计经营成本: 200 万美金。
The cost of utilities is \$400,000. Total operating cost: \$2 million.

6) , 销售收入提成:

A, 品牌提成销售收入 8%。

B, 网站销售提成平均 12%。

因为很多是品牌和客户自己假日酒店, 旅游公司这些客人没有提成。

C, 管理公司 3%。

合计 以上需要总销售收入的 23% 以上的成本。

如果年度销售收入 500 万 \times 23%=115 万。

如果年度销售收入 600 万 \times 23%=138 万。

Sales revenue commission:

A, Brand commission sales revenue is 8%.

B, website sales commission average 12%.

Because many of them are brand and customer's own holiday hotels, these customers of travel companies do not receive a commission.

C, management company 3%.

The total above requires a cost of more than 23% of the total sales revenue.

If the annual sales income is 5 million \times 23% = 1.15 million.

If the annual sales income is 6 million \times 23% = 1.38 million.

7) , 利润计算: 如果年度销售收入 500 万- (200 万+115 万) =185 万美金/年。

Profit calculation: If the annual sales income is \$5 million-(\$2 million + \$1.15million) = \$1.85 million/ year.

如果年度销售收入 600 万- (200 万+138 万) =208 万美金/年。

If the annual sales income is 6 million-(\$2 million + \$1.38 million) = \$2.62million/ year.

7, 酒店年度投资收益率分析:

Hotel annual investment return rate analysis:

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7-1, 如果年度销售收入 500 万美金, 利润是 185 万美金, 如果 3500 万美金购买, 年度投资收益率超过 5%。

if the annual sales income is 5 million US dollars, the profit is 1.85 million US dollars, if 35 million US dollars is purchased, the annual investment return rate exceeds 5%.

7-2, 如果年度销售收入 600 万美金, 利润是 262 万美金, 如果 3500 万美金购买, 年度投资收益率超过 7%。

If the annual sales income is 6 million US dollars, the profit is 2.62 million US dollars. If the purchase is 35 million US dollars, the annual investment return rate will exceed 7%.

7-3, 美国房地产投资收益率:

居住房屋年度投资收益率 2%

办公室年度投资收益率 3%

酒店年度投资收益率 5%

投资收益率超过银行贷款利息就是非常好的投资收益率。

US real estate investment yield:

Annual investment return rate of residential houses 2%

Annual investment return rate of office 3%

Annual hotel investment return rate of 5%

A return on investment that exceeds the interest on bank loans is a very good return on investment.

8, 酒店房间价格定位:

Hotel room price positioning:

1), 正常价格: 起价: 149 美金、169 美金、189 美金, 199 美金。平均价格 169 美金。节假日增加 30% 或者 50% 。

Normal price: Starting price: \$ 149, \$ 169, \$ 189, \$ 199. The average price is \$169. 30% or 50% increase on holidays.

2), 入居率平常 60%-70%, 每个星期五, 星期六, 星期天, 节假日入居率平常 70%-90%, 全年平均入居率 75%。目前新冠病毒期间酒店平均价格较低到 110 美金左右。入居率平常 50%。

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The occupancy rate is usually 60% -70%. The weekly occupancy rate is usually 70% -90%. The average occupancy rate is 75%. The average hotel price during the Corona Virus period is as low as about \$ 110. Normal occupancy rate is 50%.

9, 酒店目前新冠病毒期间购买的理由:

Reasons for the hotel's current purchase of the corona virus:

1) , 酒店市场价格 5000 万美金。投资成本价格 4500 万美金, 银行评估报告价格 4100 万美金, 如果你 3500 万美金购买, 房地产价值便宜了 1000 万美金以上。

The market price of the hotel is \$50 million. The investment cost price is \$ 45 million, and the bank evaluation report price is \$ 41 million. If you buy it at \$35 million, the real estate value is cheaper by more than \$ 10 million.

2) , 美国经济复苏后我们根本不会低于成本价格 4500 万美金出售。

After the recovery of the US economy, we will not sell at a price below \$ 45 million.

3) , 酒店过去两年的销售收入, 不是决定价格的唯一标准, 现在购买酒店赚钱的是房地产价值, 因为你投资 4500 万美金永远没有可能建造这么漂亮的高级品牌酒店。

The hotel's sales revenue in the past two years is not the only criterion for determining the price. Now only the real estate value is the value of buying a hotel, because you will never be able to build such a beautiful high-end brand hotel by investing \$ 45 million.

10, 市场经济复苏预测:

Forecast of market economic recovery:

2020 年 4 月份和 5 月份市场不景气。 2020 年 6 月份开始市场慢慢恢复正常, 因为新冠病毒问题基本跟中国一样遏制了。市场恢复正常工作, 7 月-8 月是暑假, 美联储已经降低基本利息到 0 。

The market slumps in April and May 2020. Starting from June 2020, the market will slowly return to normal, because the problem of the coronavirus

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is basically contained as in China. The market returns to normal work, July-August is the summer vacation, the Fed has reduced the basic interest to 0.

川普为了连任一定会出台一系列刺激经济的政策。如果你资金准备好了，请尽快行动。祝福你们好运，希望你能把握机会！因为投资房地产的赚钱规则：房地产市场低谷的时候应该尽快购买，房地产市场价格高的时候尽快出售。

In order to be re-elected, Trump will definitely introduce a series of policies to stimulate the economy. If your funds are ready, please act as soon as possible. I wish you all luck, I hope you can seize the opportunity! Because of the profit-making rules for investing in real estate: when the real estate market is low, you should buy it as soon as possible, and when the real estate market price is high, sell it as soon as possible.