



Northco | Golf & Hospitality is a specialized division within Grubb & Ellis | Northco which focuses specifically on the golf and hospitality industry. The focus is on owner/operators, investors, municipalities, board of directors and financial institutions that require professional expertise blended with the strength of a national platform that includes over 100 offices across North America.

We can offer depth & expertise in the following areas:

- Value Analysis
- Operational Analysis
- Market Analysis
- Recapitalization
- Consulting
- Receivership
- Asset & Property Management
- Business Plans
- Competitive Analysis
- Land Re-Use Analysis
- Development Advisory Services
- Acquisition & Disposition Strategies
- Financing
- Lender/Borrower Negotiations



BUYING STRATEGY

Northco assists clients in the acquisition of new properties. The primary focus is to understand the client and pursue properties that fit each investor's individual criteria. Northco continually evaluates investment opportunities by utilizing its property level and market data research services. With thousands of contacts across the country we are provided with the most up to date information available to form the basis of intelligent and informed business decisions.



As a buyer it's important that your golf services team is looking after your interest. The market is constantly changing, making it more vital than ever to have real estate and business professionals that are in the market everyday. With our help you will become aware of the current trends, the latest information regarding off-market and on-market opportunities and various financial obstacles.

SELLING STRATEGY

Northco assists sellers in all aspects of the sales process and takes a ground up approach to marketing:

1. Understanding the property and making recommendations to maximize its sales potential;
2. Crafting a marketing strategy that best suits the property; and
3. Managing the sales process to insure a successful close to every transaction.



Northco has developed a reliable and unique methodology of valuing golf courses. Unlike an MAI appraisal that typically determines a static "hold" value over time, the exit strategy valuation approach seeks to project value at the time a determination to "sell" has been made. The golf course's value is not defined by revenue alone, but also by alternative use analysis and by the pool of available, qualified buyers and what they are willing to pay.



- Market Mix
- Productivity
- Service Standards
- SOPs / Accountability
- Safety / Action Plans
- Loyalty Programs
- E-Marketing
- Dynamic Packaging
- Yield Management
- Flow Through / Profit
- Accurate Forecasting Tools
- STAR Reports
- Channel Management



Northco Hospitality has been a leader in Hospitality Real Estate for many years.

Recently due to the huge demand for expertise in transactions, consulting, management and receivership we have built a new team of experts that has a rich history in the hospitality field.

Our team has experience from some of the best lodging establishments in the business, such as:

- Wyndham
- Starwood
- Hilton
- IHG
- Sofitel
- North Star at Lake Tahoe
- Lodge Hotels and Resorts
- Carlson Companies

And Over 20 Independent Resorts & Hotels



Our Mission is to be the experts in the Golf & Hospitality Real Estate business!

Call us today for a free valuation & proposal.

“What do you think we can realistically get for the property now?”

NOT

“What do you think this property is worth?”





- Golf & Hospitality Specialists
- Property & Asset Management
- Brokerage Services
- Construction & Development
- Investment Services

Northco is one of the region's most recognized full-service commercial real estate firms. Originally established in 1975, we provide every client a staff of professionals with extensive industry experience, advanced market knowledge and a thorough understanding of the complexities associated with sophisticated transactions.

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