

Hotel
Training Manual



Table of Contents

Introduction to VAL	2
Questions about VAL?	2
Login to VAL	3
VAL User Interface	3
Create New Property	4
Property Interface	5
Model Settings	6
Area Settings	7
Growth Rates	8
Other Revenue & Expense	9
Clone as Department Expense	10
Property Cash Flow	13
Room Revenue	14
Occupancy %	14
ADR (Average Daily Rate)	14
Market Competition	16
Valuation	18
Investment Analysis: Investment Cash Flow	20
Investment Analysis: Return Sensitivities	21
Audit Report	22



Introduction to VAL

VAL is a cash flow modeling & valuation platform that is user friendly, affordable, efficient and a powerful alternative to all other products on the market. It is cloud-based so you can login to VAL from anywhere, on any device. Seamlessly collaborate and share with colleagues and clients. Today, you will learn how your team can benefit from technology's newest solution to DCF modeling and valuation.

Questions about VAL?



On-Screen Tutorials: Click on the question mark located at the bottom right corner of any VAL screen to access the tutorials. Tutorials include slide shows, interactive data entry assistance, and pdf downloads.



YouTube Channel: Access numerous tutorial videos at https://www.youtube.com/rockportval

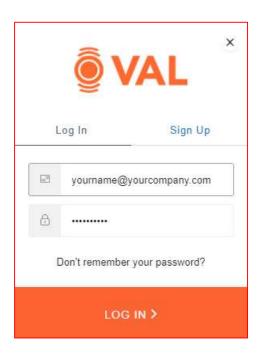


Support: Email support at support@rockportval.com.



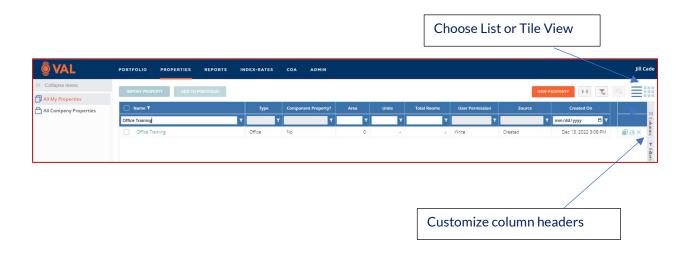
Login to VAL

Go to <u>www.rockportval.com</u> and click "**Log In**" in the upper right-hand corner and enter credential to access **VAL**.



VAL User Interface

The VAL user interface is designed to be intuitive and easy to navigate.

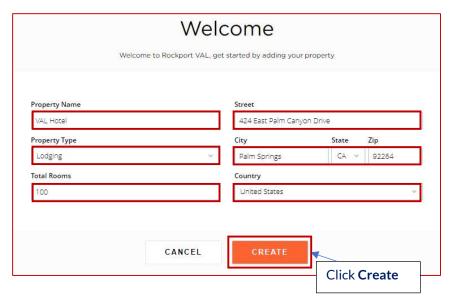




Create New Property

In this training scenario, we will create a hotel property.





Add the following property details:

• Property Name: VAL Hotel

Property Type: Lodging

Total Rooms: 100

• Address: 424 East Palm Canyon Drive, Palm Springs, CA

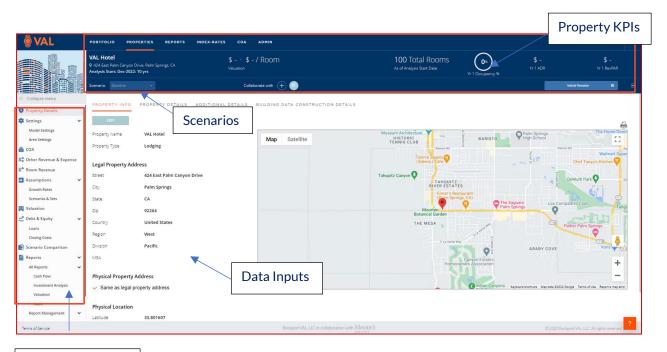
Click Create.

Helpful Hint: Property name must be unique. If multiple users are working on this training case study simultaneously add initials to the property name.

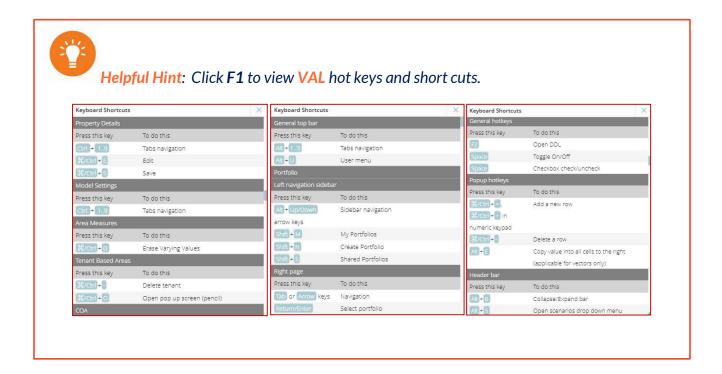


Property Interface

When opening a property, the dashboard will display key performing metrics of the property such as Valuation, Average Rent, and Average Occupancy (assuming all relevant inputs have been made).



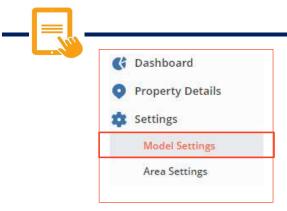
Navigation Pane



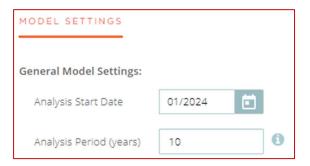


Model Settings

The settings window is where users specify property settings such as analysis start date, number of years of analysis.



 From the navigation pane go to Model Settings.



Add the following Model Settings:

Analysis Start Date: 1/2024Analysis Period (years): 10



Area Settings

Add area measurements in the Area Settings such as Rooms, SF, Seats, Holes or Guests.

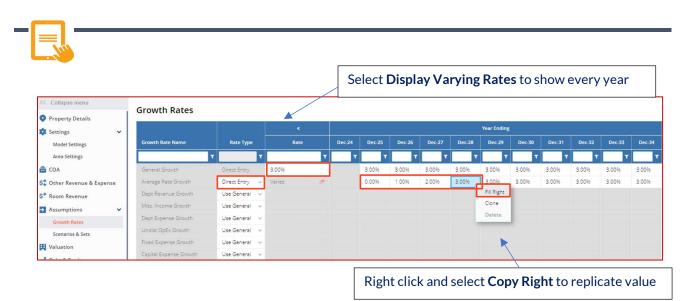


Helpful Hint: By default, VAL sets the Total Available Rooms equal to the Total Rooms. For Room Revenue calculations, VAL uses Total Available Rooms. For Valuation/Room calculations, VAL uses Total Rooms. The primary use case for a different set of Total Available Rooms versus Total Rooms is in the case where Rooms may be offline due to a PIP or otherwise unavailable.



Growth Rates

Enter the growth rates to be applied to the model. Growth rates can be overridden at the line-item level.



Add the following Growth Rates:

- General Growth: 3%
- Average Rate Growth:
 - o 2025 0%
 - o 2026 1%,
 - o 2027-2%
 - 3% each year thereafter

Helpful Hint: To copy values to the right, click Alt + E or right click on the field and select Copy Right. Expand the grid to see growth rates for all years by clicking the ">>" icon at the top of the Rate column. The grid can be collapsed by clicking the icon again.



Other Revenue & Expense

Revenue and Expenses are reflected on a single screen, which makes it easy to model an item based on a % of another item and link. Revenue and Expenses are organized by Type which is how the items will display on the reports. Every VAL model includes a Rooms Expense line item by default. VAL supports all the customary units of measure related to a hotel property type.

Revenue and Expense Types in VAL include:

- Departmental Revenue
- Room Expense
- Undistributed Operating Expense
- Management Fee

- Fixed Expense
- Capital Expense
- FF&E

Revenue and Expense Unit of Measures include:

- \$ POR (Per Occupied Room)
- \$ PAR (Per Available Room)
- % of Room Revenue
- % of Total Revenue

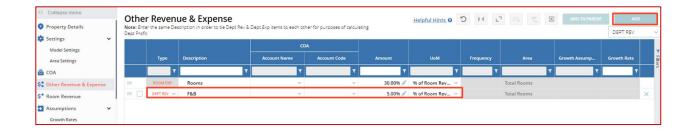
- % of Line
- \$ Amount
- \$/Area





• Rooms Expense is 30% of Room Revenue.





Add Revenue & Expense item below:

- Click Add to insert a new row
- Select **Dept Rev** as the Type
- Food & Beverage (F&B) is 5% of Room Revenue

Clone as Department Expense

When entering a Departmental Revenue, select the line item and right click to clone as Departmental Expense to easily model the corresponding expense when applicable.



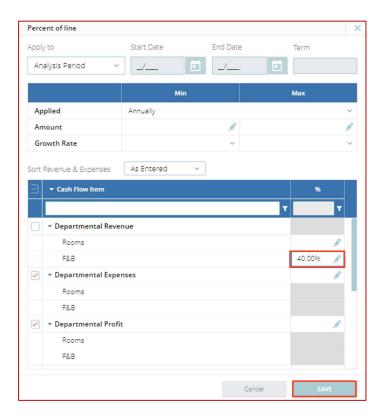


- Right-click F&B revenue line item
- Select Clone as Dept Exp





• Click on the pencil icon to edit.

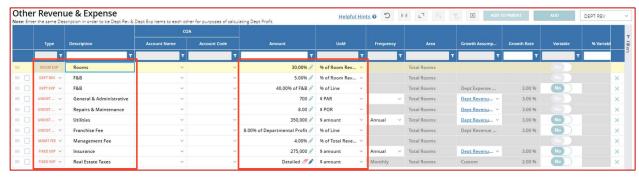


- Enter 40% of F&B (Departmental Revenue)
- Click Save.

Helpful Hint: Variable Expense Formula = (Expense \$ x Variable % x Occupancy %) + (Expense \$ x % Fixed)





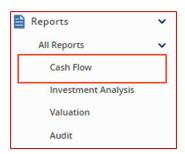


Add the following entries to Other Revenue & Expenses, all growing by General Growth unless otherwise specified:

- UNDIST OPEX: General & Administrative is \$700 Per Available Room
- UNDIST OPEX: Repairs & Maintenance is \$8 Per Occupied Room
- UNDIST OPEX: Utilities is \$350,000 per year
- UNDIST OPEX: Franchise Fee is 8% of Departmental Profit
- MGMT FEE: Management Fee is 4% of Total Revenue
- FIXED EXP: Insurance is \$275,000 per year
- FIXED EXP: Real Estate Taxes are \$400,000 paid every October with 2% Growth (click the pencil icon to edit).



Property Cash Flow



 Undistributed Operating Expenses 											
General & Administrative	70,000	72,100	74,263	76,491	78,786	81,149	83,584	86,091	88,674	91,334	94,074
Repairs & Maintenance			-	-			-				
Utilities	350,000	360,500	371,315	382,454	393,928	405,746	417,918	430,456	443,370	456,671	470,371
Franchise Fee		-	-	-				-			
Total Undistributed Operating Expenses	420,000	432,600	445,578	458,945	472,714	486,895	501,502	516,547	532,043	548,005	564,445
Gross Operating Profit	(420,000)	(432,600)	(445,578)	(458,945)	(472,714)	(486,895)	(501,502)	(516,547)	(532,043)	(548,005)	(564,445)
Management Fees	-		-	-	-	-	-	-	-		
Income Before Fixed & Capital Expenses	(420,000)	(432,600)	(445,578)	(458,945)	(472,714)	(486,895)	(501,502)	(516,547)	(532,043)	(548,005)	(564,445)
▼ Fixed Expenses											
Insurance	275,000	283,250	291,748	300,500	309,515	318,800	328,364	338,215	348,362	358,813	369,577
Real Estate Taxes	400,000	408,000	416,160	424,483	432,973	441,632	450,465	459,474	468,664	478,037	487,598
Total Fixed Expenses	675,000	691,250	707,908	724,983	742,488	760,433	778,829	797,690	817,026	836,850	857,175
Net Operating Income	(1,095,000)	(1,123,850)	(1,153,485)	(1,183,928)	(1,215,201)	(1,247,328)	(1,280,331)	(1,314,237)	(1,349,069)	(1,384,854)	(1,421,620)
♥ Capital Expenses											
FF8.E											
Other Capital Expenses					-			-	-		
Total Capital Expenses											
Net Cash Flow	(1,095,000)	(1,123,850)	(1,153,485)	(1,183,928)	(1,215,201)	(1,247,328)	(1,280,331)	(1,314,237)	(1,349,069)	(1,384,854)	(1,421,620)



Room Revenue

Every model requires a baseline room revenue set where revenue is projected based on the average daily rate and estimated occupancy of the hotel property. Create an unlimited number of room revenue sets to run numerous scenarios by changing the occupancy and ADR.

Occupancy %

Enter a static percent for occupancy or click on the pencil icon to enter a varying rate either monthly or annually to address seasonality trends.

ADR (Average Daily Rate)

Enter a static rate for room revenue or click on the pencil icon to enter a varying rate either monthly or annually to address seasonality trends.





• Click on the Occupancy Rate pencil icon to enter a varying rate.







Select Monthly Frequency:

- Jan June 2024 50%
- July December 2024 65%
- 2025 75%
- 2026 and each year thereafter 85%
- Click Save.



Click on the ADR Amount pencil icon to enter a varying rate.





- 2024 \$180
- 2025 \$190
- 2026 and each year thereafter: \$200
- Click Save.

Market Competition

Create an unlimited number of Market Competition sets in the Market Competition tab to reflect the market occupancy and ADR to reference in the Room Revenue window. Market competition sets can include a specific comp or market average.





Click on the Market Competition tab.





Click ADD located on the top right corner of screen to insert row

• Name: Market Comps Average

Occupancy Rate: 83%

ADR: \$168



Add below Rollover Lease Assumptions:

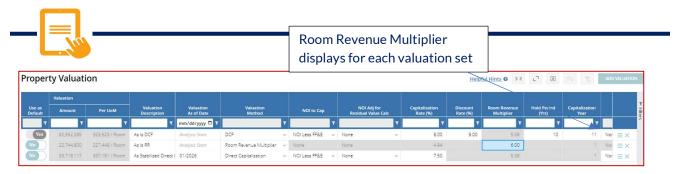
- Click on the My Property tab
- Click **ADD** to insert new row
- Name: 100% Market Penetration
- Occupancy: 100% of Market Competition Average set
- ADR: 100% of Market Competition Average set



Valuation

Create an unlimited number of valuations. **VAL** supports the following valuation methods:

- DCF
- Direct Capitalization
- Direct Entry
- Room Revenue Multiplier

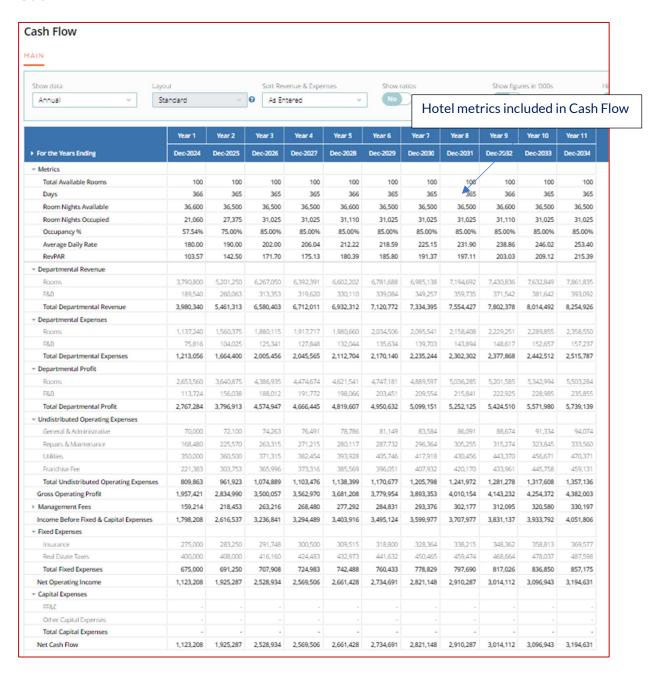


Add the following Valuations to the Hotel Model to run different valuations models:

- As is DCF: Select DCF as the Valuation Method calculating as of the analysis start date with 8% Cap Rate and 9% Discount Rate over a 10 year hold capping the 11th
- As is Room Revenue Multiplier: Select Room Revenue Multiplier as the Valuation Method with a multiplier of 6 as of the analysis start date
- As Stabilized Direct Cap: Select Direct Capitalization as the Valuation Method calculating as of 01/2026 with a 7.5% Cap Rate

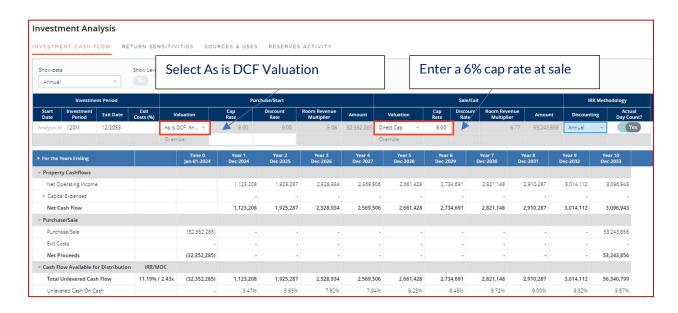


Cash Flow





Investment Analysis: Investment Cash Flow



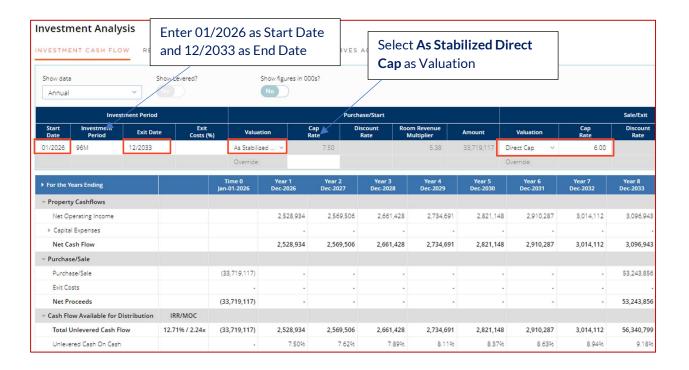


Investment Analysis: Return Sensitivities





Investment Analysis - As Stabilized





Audit Report

