



James Cornell

- CERTIFIED HOTEL APPRAISER, CHA
- LICENSED BROKER

Website: www.CornellHotelzz.com

P.O. Box 4077, Cordova, TN 38088

FAX: 866-222-3097

Email: JamesCornell@CornellHotelzz.com

[CLICK HERE TO GO BACK TO WEBSITE](#)

Hotel Price Appraisals – Selecting Your Broker

(3-minute read)

Author: James Cornell

Sell versus Hold Decision

Hotel stakeholders will need to know their options before they can make a sell versus hold decision. The sales process starts by gaining practical knowledge.

What is the likely price the market will pay for your hotel?

We can help you with price valuation. Cornell will perform an in-depth price valuation and hotel market analysis in a timely manner. A brief and concise appraisal is often called a Broker Price Opinion (BPO). A BPO contains all the vital price data you will need to make a sell or hold decision.

READ Library Article: “Hotel Market Analysis & Price Valuation Software”

How much time will it take to market and sell your hotel?

We will need some key information about your hotel before we can estimate how long it will take to sell. A brief telephone discussion with you or an email is enough to provide you with a reasonable time estimate for closing a sale transaction. We will be glad to talk with you.

Decisions are Made Easier with the Right Information

The selling decision is made much easier with a solid base of evidence upon which you can make your decision to sell or not sell.

We can help you answer the following questions.

- What procedures will the Broker take to market my hotel?
- Will the hotel be marketed to the public through typical advertising, or will the Broker minimize public exposure to conduct a sale in a discreet, confidential manner? Cornell will always stay within the seller's guidelines.
- Who are the likely buyers?
- How long does it take to sell a correctly priced hotel in today's economic environment?
- What are the brokerage fees?
- Cornell can provide a market-based price and the time required to close the sale transaction.

Read Library Article: "The Sales Transaction From Start to Finish"

What is next?

Cornell Hotel Brokers is available to help you with answers to your questions. Call/Text or email us. We will be glad to hear from you. Ask us anything. We will provide information to help you decide whether to sell or not sell your hotel.

We believe in good manners and friendly conversations. There is never any pushing or pressure from us. We respect our customers and consistently seek to build goodwill.

PS. Read Library Articles:

- "How to Choose the Right Broker"
- "Our Offer to You"
- "Hotel Market Analysis & Price Valuation Software"
- "How Much is Your Hotel Worth? Price?"
- "Occupancies are Rising. Why sell now?"

- “Suggestions on How to Make Your Hotel Sale Go Easier”
- “Calculate Cap Rates Using Regression Analysis”

* More interesting articles are available on this website. Visit [Library Articles](#).