

**JOHN M. KEELING CPA CRE MAI**  
**The Keeling Consultancy, LLC**  
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## **PROFESSIONAL HISTORY**

Present

### **Principal – The Keeling Consultancy, LLC**

Mr. Keeling accepts occasional assignments regarding arbitration or the formation of an expert opinion on matters involving hotels. Principally these assignments involve asset management, the negotiation of hotel franchise or management agreements, valuation of hotels or hotel interests, estimation of hotel economic impact, or the calculation of lost profits.

### **Executive Vice President – Valencia Group**

Valencia Group specializes in the development and operation of full-service, independent hotels. In addition to management, the company provides development, branding and repositioning services. Mr. Keeling and the Valencia development team are currently developing hotel projects in downtown Houston, College Station, Dallas, Irving and Fort Worth. Existing properties are located in Houston, San Antonio, Austin, San Jose, CA and Kansas City, MO.

Prior

Senior Vice President & Shareholder – PKF Consulting

Managing Director – PKF Capital

President – Hospitality Advisory Services

President – Hospitality Transactions, Inc.

Regional Managing Partner – Laventhol & Horwath

Manager – Marriott Hotels & Resorts (Washington, DC; Chicago, IL; Dallas, TX)

## **AREAS OF SPECIAL COMPETENCE**

During his 40 years of hotel management, consulting, appraisal, brokerage, and development, Mr. Keeling has provided hotel development consulting services and managed a diverse assortment of projects including hotel market studies, highest and best use studies and project financing. Mr. Keeling's areas of specialization and relevant experience include the following:

- Workouts and repositioning of troubled hospitality assets;
- Hotel appraisals;
- Negotiation of hotel franchise and management agreements;
- Hotel acquisition, site selection and financing.
- Development and repositioning of full-service hotels;
- Hotel facilities planning;

- Financial structuring of complex real estate projects;
- Hotel asset management;
- Hotel disposition; and,
- Expert testimony on hotel issues.

## **EDUCATION**

University of California at Los Angeles, CA – BA, History (Cum Laude)  
Michigan State University, East Lansing, MI – MBA, Hotel Restaurant  
& Institutional Management

University of St. Thomas, Houston, TX - MATS

Completed the Appraisal Institute course *Fundamentals of Separating  
Real Property, Personal Property, and Intangible Business Assets*

Completed all course work for a Certificate of Completion of the  
Appraisal Institute's *Litigation Certificate* program

## **TEACHING**

Mr. Keeling has lectured numerous times at the Conrad N. Hilton  
College of Hotel and Restaurant Management at the University of  
Houston and lectures on hotel design and serves on the student  
project review panel at the Rice University School of Architecture.

## **RECOGNITION**

Mr. Keeling is a recognized authority on hotel matters and has been  
quoted in the *Wall Street Journal*, *New York Times*, *Newsweek*,  
*Business Travel News*, *Hotel & Motel Management*, and numerous  
weekly business journals and daily newspapers. He has been  
inducted into the exclusive Counselors of Real Estate (CRE).

He has been a speaker at numerous industry conferences including  
*The Lodging Conference* in Phoenix, the *Hospitality Law Conference* in  
Houston, the *Lifestyle/Boutique Hotel Development Conference* in  
Miami, the *Boutique & Lifestyle Leadership Symposium* in Las Vegas,  
the *Hunter Hotel Conference* in Atlanta, and the THINC Conference in  
Chicago.

In 2015 Mr. Keeling was inducted into the Michigan State University,  
School of Hospitality Business Hall of Fame as an Alumnus of the  
Year. He was named an Honorary Alumnus of the Conrad N. Hilton  
College of Hotel & Restaurant Management at the University of  
Houston. Mr. Keeling was given a Lifetime Achievement Award by the  
Hotel & Lodging Association of Greater Houston and a Distinctive  
Service Award by the Austin Hotel & Lodging Association.

He serves on the Real Estate & Development Advisory Council for The  
School of Hospitality Business at Michigan State University.

**PROFESSIONAL MEMBERSHIPS** American Institute of Certified Public Accountants (CPA)  
The Appraisal Institute (MAI)  
The Boutique & Lifestyle Lodging Association (Serves on the Board of Advisors)  
The Counselors of Real Estate (CRE) (Past Chairman of the Houston Chapter)  
Forensic Expert Witness Association  
Greater Houston Convention & Visitors Bureau (serves on the Executive Committee of the Board of Directors)  
Hotel & Lodging Association of Greater Houston (immediate past Chairman of the Board of Directors)  
Texas Society of Certified Public Accountants  
The Urban Land Institute (Urban Development & Mixed Use Council)

**LICENSES** Louisiana Certified General Real Estate Appraiser (G 1117)  
Texas Certified Public Accountant (026106)  
Texas Certified General Real Estate Appraiser (TX-1330308-G)  
Texas Real Estate Broker (0334658)

**PUBLICATIONS** *Real Estate Market Analysis: Methods and Case Studies*. The Urban Land Institute. 2009 and *Real Estate Market Analysis: A Case Study Approach*. 2002 – (contributing author)  
"Hotel Market: Is this the Time to Sell your Economy Hotel?" in *AAHOA Lodging Business*, September 2006.  
"Distressed Situation Expected In Next Year," in *Hotel & Motel Management*, Nov. 5, 2001  
"Brands Have the Financing Edge," in *Hotel & Motel Management*, May 7, 2001.  
*Hotel Development*, The Urban Land Institute. 1996 – (contributing author)  
*Downtown Development Handbook*. The Urban Land Institute. 1992 – (contributing author)  
*Texas Real Estate Investment Guide*. Texas A&M University – (wrote hotel chapter).

**NEITHER THE KEELING CONSULTANCY, LLC NOR VALENCIA GROUP ARE CPA FIRMS.**