

# Alan J. Michaels

[www.merithotelgroup.com](http://www.merithotelgroup.com)

*Investment, finance, asset management and disposition, marketing, hospitality management and market research in a variety of real estate disciplines.*

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Alan Michaels, through Merit Hotel Group, has owned and operated Marriott, Best Western, Starwood and multiple independent hotels and resorts. Mr. Michaels currently owns and operates the SpringHill Suites by Marriott, Bel Air, Maryland. Mr. Michaels also provides a role as a senior advisor for Global Lodging Advisors which included lender evaluation of a 900-room convention hotel in Washington, D.C. and a ten-hotel, full-service chain in Kuwait and the United Arab Emirates. Further engagements have included oversight of several Washington area full-service hotels such as Sheratons and Hyatts as well as the development of a land valuation model for an affiliate of Morgan Stanley Real Estate Services.

Merit Hotel Group has simultaneously managed 514 rooms across five properties. These included Marriott, Starwood, Best Western and independent properties. These included full-service, select-and premium select service hotels. One independent property was a waterfront full-service, new-build hotel with Merit providing pre-construction concepts, coordination, evaluation, pre-opening and ongoing management for the first several years of operations for its third-party owner.

Merit has always had the experience as an owner/operator and approaches hotel management from the prospective of maximizing investors' returns while providing a complete guest experience through a warm and friendly hotel environment.

Alan Michaels has significant experience in all aspects of marketing and media having spent the earlier part of his career managing multi-million-dollar media budgets from creation through implementation.

Most recently, Mr. Michaels has pivoted to the multifamily market segment with a focus Section 42 LIHTC to assist in converting existing hotels and office space to affordable housing. He is the managing member of the purchase of 240 West State Street, Trenton NJ which will be converted into 170 affordable housing units.

Mr. Michaels has also successfully arranged debt, equity, and construction financing for a variety of real estate developments throughout the Washington, D.C and Baltimore marketplaces. Mr. Michaels majored in Electronic Engineering and Business Administration at the City University of New York. He has also attended numerous managerial technical and behavioral seminars.

Mr. Michaels is an active member of the board of directors of Constellation Music in Washington DC, a 501(c)(3).

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