

If Your Hotel Is Not Represented By
O'Connor
You Probably Overpaid Your Taxes

O'CONNOR

Tax Reduction Experts

Main: www.poconnor.com

Hotel Division: www.nationalpropertytax.com

SAMPLES OF RECENT TAX SAVINGS FOR HOTELS



\$14,141,651 to \$7,622,465*
SAVED 46%

The Time Nyack
Nyack, NY



\$22,150,000 to \$14,000,000*
SAVED 37%

Marriott
Metairie, LA



\$15,210,740 to \$7,980,000*
SAVED 48%

Hampton Inn
Dallas, TX



\$3,467,000 to \$1,386,900*
SAVED 60%

Holiday Inn Express
Indianapolis, IN



\$26,687,310 to \$11,776,950*
SAVED 56%

Doubletree
Lafayette, LA



\$62,980,500 to \$49,100,000*
SAVED 22%

Hilton Garden Inn
Boston, MA

FREE CONSULTATION
888-666-1876
HOTEL TAX HELP LINE

O'Connor, based in Texas, is a full service real estate company, providing various professional services to clients in the U.S. & Canada.

Established 1974

PROPERTY TAX * APPRAISAL * COST SEGREGATION



WHAT MAKES O'CONNOR BETTER THAN OTHER CONSULTANTS IN HOTEL PROPERTY TAX APPEALS?



THE POWERFUL ALLIANCE OF O'CONNOR ONE STOP FOR ALL 4 SERVICES

O'Connor coordinates and assists attorneys and appraisers in every area to pursue multiple rounds of tax appeals.

1) TAX CONSULTANT EXPERIENCED IN HOTELS	2) ATTORNEY EXPERIENCED IN PROPERTY TAX	3) APPRAISER EXPERIENCED IN INTANGIBLES	4) DATA RESOURCES SALES, VALUES, REVPAR
O'Connor consultants are licensed & trained professionals who specialize in hotels. Only O'Connor consultants and anyone authorized by O'Connor can use the proprietary O'Connor Approach™ to achieve extraordinary results.	O'Connor coordinates with reputable tax attorneys to provide expertise in local legal matters and filing lawsuits. Our experienced tax consultants participate and assist the attorneys throughout the entire process. This allows us to offer our clients access to well established relationships with Tax Assessors.	O'Connor coordinates with appraisers who would testify as an expert witness when needed. These experienced appraisers provide an appraisal report that separates non-taxable intangible business value from taxable real and tangible properties.	Both Market and Uniform & Equal approaches need massive data on sales and comparable property values to challenge the tax assessors value. Income Approach needs RevPAR and occupancy data. O'Connor has 1000+ professionals worldwide who conduct extensive research and development. It empowers O'Connor to produce the most comprehensive evidence at tax appeal hearings.

You pay nothing unless we save you tax!



Contingency Fee Only

No Upfront Fees, No Attorney Hourly or Retainer Fees, No Filing Fees, No Appraisal Fee (if needed, we will pay for the appraisal report.) We share a portion of Tax Savings to cover our costs. We also cover attorney fees up until the trial phase.



Nothing to Lose, No Risk

Tax Assessors apply mass appraisal methodology using a computerized model to set a preliminary value. The multiple rounds of an appeal process are setup to allow you to correct their mistakes until the value is certified. **You will not be penalized for filing an appeal.**

Hotel Tax Help Line: (888) 666-1876 Hotel@poconnor.com

Total Market Value Taxable Market Value

A lot of a hotel's value lies in its flag, which is an intangible value exempt from ad valorem taxation in all 50 states, including Canada. Removing non-taxable components from taxable real properties will reduce your property taxes significantly.

THE RUSHMORE APPROACH

Most tax assessors use the Rushmore Approach which asserted the value associated with a hotel's brand is no more than the franchise fees paid to the franchisor. For years, hotels have been overpaying taxes because no one could figure out the value of the flags.

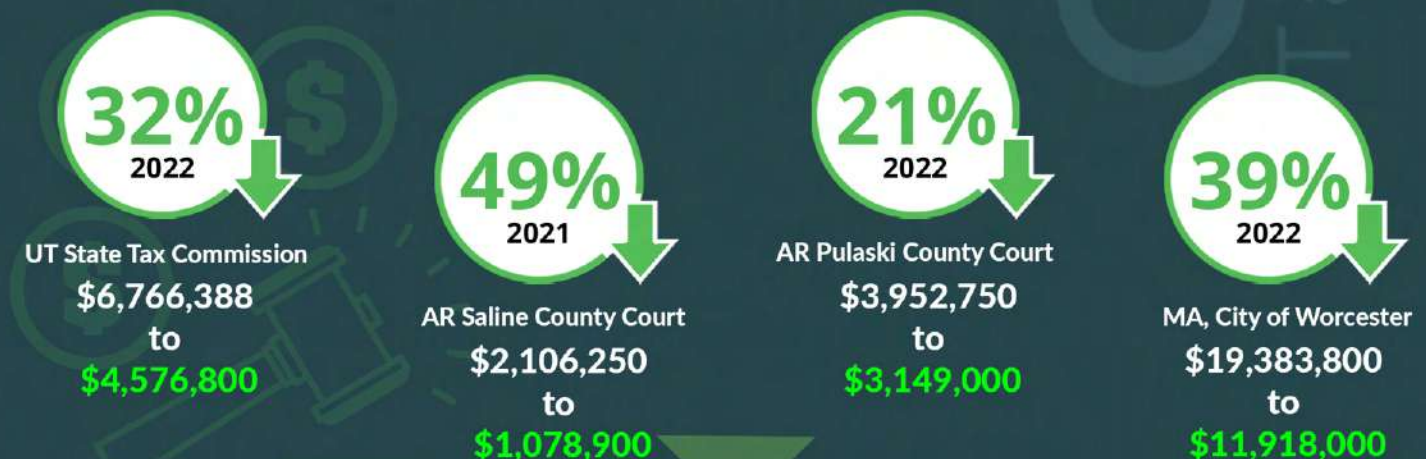
THE O'CONNOR APPROACH™

O'Connor believes intangible business value can be quantified and measured if adequate data is available. After years of research, O'Connor has developed the breakthrough **O'Connor Approach™** which measures a brand's contribution to a hotel's performance by quantifying the change in revenue that occurs when a brand is added, removed, or compared to other brands. After deducting the incremental increase in expenses, the Net Gain is clearly the intangible value derived from the hotel flag which is not taxable.

The Difference when the O'Connor Approach™ is applied

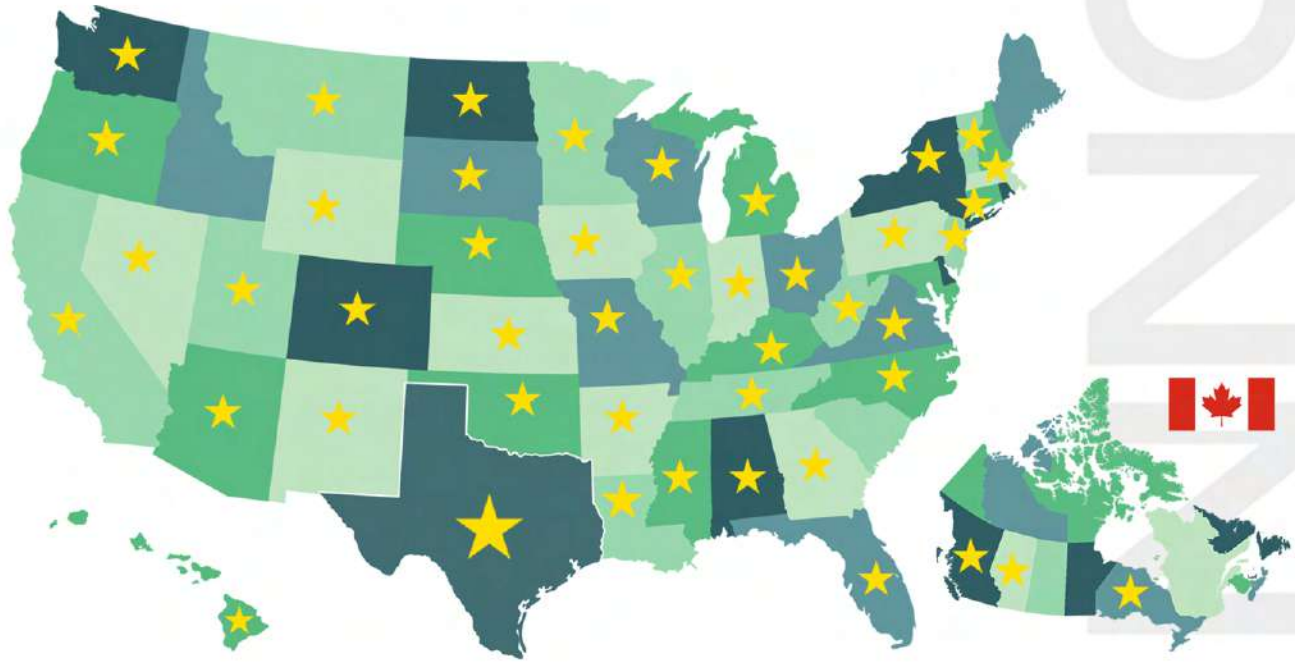
	THE RUSHMORE APPROACH	THE O'CONNOR APPROACH™
Total Revenue	\$ 5,000,000	\$ 5,000,000
Less Net Intangible Business Value (9.9%)		\$ (495,000)
Less Expenses (70% of total revenue)	\$ (3,500,000)	\$ (3,500,000)
Net Operating Income (EBIDTA)	\$ 1,500,000	\$ 1,005,000
Cap Rate (loaded) - (6.5% cap + 2.5% tax)	9.00%	9.00%
Taxable Market Value	\$ 16,700,000	\$ 11,200,000
Estimated Tax at 2.5% tax rate, 100% ratio	\$ 417,500	\$ 280,000
YOU COULD SAVE \$137,500 (33%) IN TAXES		

The O'Connor Approach™
is winning at appeals and court cases across the nation
Ruling against tax assessors in favor of property owners!



The largest property tax consulting firm in the nation!

888-666-1876 for **Information, Appointment** or **Free Evaluation**



ACT NOW! THE DEADLINE TO APPEAL YOUR PROPERTY TAXES IS APPROACHING

Testimonials

"We used to think there is no way to calculate intangible business value until you presented us with such a precise formula using a combination of RevPAR, franchise fees and court opinion. we decided to adapt your formula for our future valuation on hotels."

- Chief appraiser of a major Florida County

"I have changed tax consultants every year until O'Connor got me the kind of tax savings and personal service I have never had before."

- A Large Hotel Management Company

"Excellent presentation. This is the first time we have heard such a thorough presentation regarding the intangible business value of a hotel. We learned a lot today."

- Chairman of an Appraisal Review Board and its members after a hotel hearing granting a significant reduction

"Great job. How did you achieve such a big reduction without presenting financials?"

Director of one of the largest hotel REITs in the nation, operates over 100 premium brand hotels



COMPARE YOUR RESULTS TO O'CONNOR'S PROVEN RECORD
THE O'CONNOR APPROACH™ CAN MAKE A HUGE DIFFERENCE



SAVED 35%

Hampton Inn
Auburn Hills, MI



SAVED 39%

Hilton Garden Inn
San Marcus, TX



SAVED 22%

Holiday Inn Express
Stuart, FL



SAVED 31%

Days Inn
Kennesaw, GA



SAVED 27%

Motel 6
Silver City, NM



SAVED 30%

Courtyard Marriott
Corpus Christi, TX



SAVED 25%

Motel 6
South Haven, KS



SAVED 31%

Hy Lo Hotel
Calera, OK

\$15,786,800 to \$12,802,800*



SAVED 19%

Holiday Inn
Morgantown, WV

\$4,360,100 to \$2,978,000*



SAVED 32%

Hampton Inn
Marion, IN

\$15,388,547 to \$8,750,000*



SAVED 43%

Holiday Inn
Trophy Club, TX



SAVED 56%

Quality Inn
Kennesaw, GA



SAVED 30%

Super 8
Winfield, KS



SAVED 43%

La Quinta
Dallas, TX



SAVED 30%

Days Inn
Brigham City, UT



SAVED 40%

Hospitality Inn
Oklahoma City, OK



SAVED 22%

Hampton Inn
Baton Rouge, LA



SAVED 20%

Comfort Inn & Suites
East Moline, IL



SAVED 33%

Edgewood Suites
Albuquerque, NM



SAVED 34%

Mountain View Inn
Cleveland, TN



SAVED 25%

Hawthorn Suites
Oklahoma City, OK



SAVED 35%

Motel 6
Ogden, UT



SAVED 25%

Econo Lodge
Reading, PA



Budgetel Inn & Suites
Birmingham, AL



Embassy Suites
Williamsburg, VA



Best Western
Fort Smith, AR



Baymont
Pinedale, WY



Holiday Inn Express
Sugar Land, TX



Ramada Plaza
Gillette, WY



Holiday Inn Express
Alpine, TX



Hampton Inn
Shelby Township, MI



Springhill Suites
Durango, CO



The Pelican
Key Lago, FL



Staybridge
Lake Jackson, TX



ONE OF THE FASTEST
GROWING PRIVATE
COMPANIES IN AMERICA



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DISCLAIMER

The success of an appeal is contingent upon the property owner's cooperation in providing documentation relevant to the valuation of the property. Each property is unique and financial conditions vary. While O'Connor often achieves better results than its competitors, we cannot guarantee that an appeal will result in tax savings.

