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GUENTHER DELIVERS \$14 MILLION FOR HOLIDAY INN

Seattle, Washington (January 15, 2007) – NBS Financial Services arranged \$14 million in permanent financing for downtown Everett's New Holiday Inn, President J. Clayton Hering announced. Erich Guenther was the Finance Officer for the 243-room, full service hotel property transaction.

When downtown Everett was revitalized by the new \$71.5 million, 10,000 seat Comcast Arena in October 2004, it needed a new, full-service convention host hotel that could live up to its image. Just two blocks away, the former Everett Howard Johnson Plaza Hotel was a natural fit, but needed a cleanup to achieve this goal.

The former Howard Johnson Plaza was purchased and re-franchised as a Holiday Inn Hotel. The new owners Tommy and Gina Lu added a ground floor restaurant, the Pine Street Grill & Bar. The renovation included a remodel of the entire hotel, from redesigning each room top to bottom, to other amenities such as a stunning marble lobby, indoor pool and spa, and convention meeting space. The price tag for this purchase and facelift came to \$25 million. The Holiday Inn Everett won the prestigious Inter-Continental Hotels Corporation (IHC) Renovation of the Year Award in 2006.

The next hurdle was securing stable forward financing – fast. “It was a delicate hotel loan to structure,” Guenther explains.

Mr. and Mrs. Lu set the bar high for Guenther with their desire to obtain permanent financing as early as possible. The hotel had only been open six months and not yet stabilized (which typically takes a year or two), yet the Lus were very anxious to roll out of the construction financing and into permanent financing.

“Eight months after the grand opening we were able to initially fund \$11 million and earn out an additional \$3 million based on performance hurdles,” Guenther says of the eventual negotiation. The loan is fixed for ten years at 5.8%.

With his arrangement of the Holiday Inn financing, Guenther was able to turn a touch-and-go situation into the best possible outcome for the client's needs. "At NBS Financial we take great pride in underpromising, over delivering, and creating lifetime clients," he summarizes.

About NBS Financial Services

Norris, Beggs & Simpson Financial Services is a division of the Norris, Beggs & Simpson Companies, a 75 year old provider of commercial real estate capital to borrowers and investors seeking financing for property acquisitions, refinancing, equity, mezzanine or bridge capital, as well as joint venture opportunities.

The company operates in the states of Oregon, Washington, Idaho and Nevada, as well as with Strategic Alliance Mortgage (SAM), our nationwide affiliation of 18 companies located in 38 cities throughout the country. To learn more, visit www.nbsfinancial.com.

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