

Guidance Hotel Solutions Launches as the Premier Full-Service Hospitality Real Estate Company in the United States

ORLANDO, FL, UNITED STATES, September 26, 2024 /EINPresswire.com/ -- Guidance Hotel Solutions, led by Managing Partners [Stephen Nalley](#) and [Kent Hricko](#), proudly announces its launch as the premier full-service hospitality real estate company in the United States.

Combining the expertise and leadership of two of the industry's most experienced professionals, Guidance Hotel Solutions offers a unique combination of skills that make it one of the few organizations capable of addressing any potential issue or challenge faced by distressed hotels.

A Dynamic Leadership Team with Proven Experience

Stephen Nalley and Kent Hricko first crossed paths during their tenure at Ocean Waters, where they forged a strong partnership that would become the foundation of their future success. At Ocean Waters, Hricko served as the Chief Investment Officer, while Nalley held the position of Chief Operating Officer. Together, they navigated the complexities of the hospitality real estate market, overseeing acquisitions, management, and the turnaround of multiple hotel properties.

After leaving Ocean Waters, Nalley and Hricko co-founded Inner Circle Management, where they continued to build on their expertise in managing hotel assets, operational strategies, and investment opportunities. The experience they gained at Inner Circle Management allowed them to develop a comprehensive understanding of the hospitality industry, solidifying their reputations as experts in the field.

Following their success with Inner Circle Management, Stephen Nalley and Kent Hricko each went on to establish their own successful ventures. Nalley founded [Black Briar Advisors](#), a company specializing in asset management, turnarounds, and receivership services for

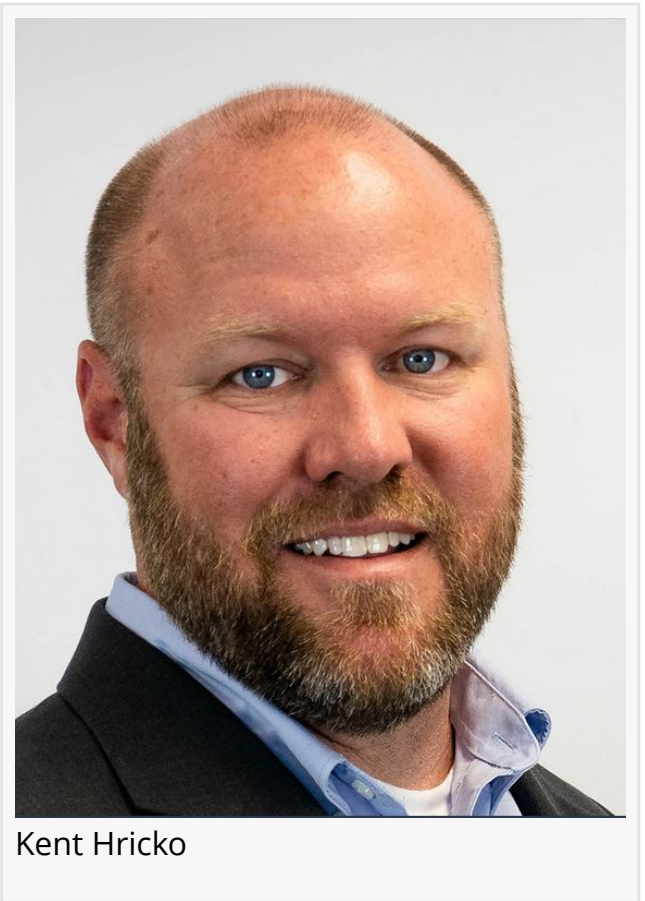


Stephen Nalley

distressed hotel assets. His extensive background in managing over \$2 billion in distressed real estate assets and participating in the ownership of more than 100 hotel and resort properties established him as a leading authority in the industry.

Meanwhile, Kent Hricko founded Guidance Hotel Group, where he focused on acquisitions, dispositions, and lending services within the hospitality sector. With over 20 years of experience and a track record of completing over \$2 billion in real estate transactions, Hricko developed a deep understanding of the intricacies involved in hotel acquisitions, financing, and sales.

Now, these two industry leaders have reunited to create Guidance Hotel Solutions, leveraging their combined experience and complementary expertise to establish a company that offers unparalleled service in the hospitality real estate sector.



Kent Hricko

Guidance Hotel Solutions: A Unique Blend of Expertise

Guidance Hotel Solutions sets itself apart as one of the few organizations with the leadership and experience to address and resolve any potential problem or issue related to distressed hotel assets. The partnership between Stephen Nalley and Kent Hricko combines asset management, turnaround, receivership, acquisition, disposition, and lending expertise, making Guidance Hotel Solutions uniquely qualified to handle the full spectrum of challenges that hotels face.

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Guidance Hotel Solutions is more than just a real estate company – we’re a trusted partner for hotel owners, investors, and operators,”
Stephen Nalley

Stephen Nalley's extensive experience in asset management and turnaround strategies equips the

company with the ability to evaluate distressed properties, identify opportunities for improvement, and implement strategies that maximize value. His hands-on approach and deep understanding of the hospitality sector ensure that each asset managed by Guidance Hotel Solutions is positioned for success.

In contrast, Kent Hricko's background in acquisitions, dispositions, and lending brings a strategic financial perspective to the company. Hricko's expertise enables Guidance Hotel Solutions to guide clients through complex transactions, helping them navigate the acquisition or sale

process while securing the best possible terms. His knowledge of financing structures ensures that clients have access to the most competitive lending options available, whether for acquisitions, refinancing, or renovations.

Comprehensive Services Offered by Guidance Hotel Solutions

Guidance Hotel Solutions offers a wide range of services designed to meet the diverse needs of investors, hotel owners, and operators. The company's leadership, combined with a hands-on, strategic approach, ensures that every client receives tailored solutions to maximize the potential of their hospitality assets.

1. Asset Management & Turnaround Services

One of Guidance Hotel Solutions' core strengths is its ability to manage and turn around distressed hotel assets. With Stephen Nalley's extensive experience, the company takes a meticulous approach to evaluating underperforming properties and implementing strategies that drive profitability. From operational enhancements to rebranding and repositioning efforts, Guidance Hotel Solutions provides the expertise needed to transform struggling properties into successful ventures.

2. Strategic Acquisitions & Dispositions

Guidance Hotel Solutions offers expert guidance on acquiring and disposing of hotel assets. With Kent Hricko's extensive background in real estate transactions, the company identifies attractive investment opportunities and assists clients throughout the acquisition process, ensuring a smooth and efficient experience. For clients looking to sell, Guidance Hotel Solutions leverages cutting-edge marketing techniques and an extensive network to achieve optimal returns, regardless of the size or complexity of the transaction.

3. Lending & Financing Solutions

Recognizing the importance of securing the right financing, Guidance Hotel Solutions connects clients with the best lending options in the market. With expertise in various financing structures, the company assists clients with acquiring loans for property purchases, refinancing existing assets, or funding renovations and improvements. The team's knowledge ensures that clients receive the most competitive terms and arrangements to meet their financial needs.

4. Receivership Services

Guidance Hotel Solutions offers receivership services, acting as an impartial third party to manage distressed hotel properties. Stephen Nalley's experience in managing over \$2 billion in distressed assets equips the company to handle even the most challenging situations, ensuring that properties under receivership are stabilized and managed efficiently until they can be sold, repositioned, or transferred back to ownership.

5. Consulting & Advisory Services

With a combined experience of over 40 years in the hospitality industry, Guidance Hotel

Solutions provides consulting services that help hotel owners increase the value of their assets throughout the ownership cycle. By offering actionable insights, detailed market analysis, and tailored strategies, the consulting team identifies opportunities for operational improvement, guest experience enhancement, and revenue optimization.

A Comprehensive Approach to Hospitality Real Estate

What sets Guidance Hotel Solutions apart from other real estate companies is its ability to evaluate an asset's full range of options and solutions. The combined experience of Stephen Nalley and Kent Hricko allows the company to approach each property from multiple perspectives, ensuring that every possible avenue for value creation is considered.

"Guidance Hotel Solutions is more than just a real estate company – we're a trusted partner for hotel owners, investors, and operators," said Stephen Nalley, Managing Partner of Guidance Hotel Solutions. "By leveraging our combined experience and expertise, we're able to offer solutions that address every aspect of the hotel real estate market, from acquisitions and financing to asset management and turnarounds."

Kent Hricko, Managing Partner, added, "Our goal at Guidance Hotel Solutions is to provide clients with a comprehensive approach to hospitality real estate that ensures every property reaches its maximum potential. Whether a client is looking to acquire a new asset, sell an existing property, or turn around a distressed hotel, we have the experience and knowledge to guide them every step of the way."

About Guidance Hotel Solutions

Guidance Hotel Solutions is a full-service hospitality real estate company specializing in distressed hotel assets, acquisitions, dispositions, asset management, lending, consulting, and receivership services. With leadership from Managing Partners Stephen Nalley and Kent Hricko, the company offers unmatched expertise and experience, making it one of the few organizations capable of addressing and resolving any potential issue within the distressed hotel sector.

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