

CV of R. Maurice Robinson, ISHC, CRE, ASA

I am an expert in the field of hotel and resort consulting. I have been providing litigation support services, conducting market feasibility studies, and appraising hotels and other hospitality-related real estate for thirty years. My expertise includes dispute resolution, expert witness testimony and advising clients on development planning, deal structuring, and financial issues related to hotel and resort development and investment.

Representative Accomplishments

My accomplishments include providing property valuation, market demand assessment, investment analysis, market repositioning, and acquisition and development advisory services to hundreds of clients nationwide. I have also been involved in resolving disputes, restructuring loans and other agreements, and working out troubled hotel and resort assets, including golf courses, master-planned communities, timeshares, spas, and theme parks.

I have testified as an expert witness in venues including jury trials in California, Florida and Texas Courts, several AAA- and JAMS-sponsored arbitration panels, Federal Bankruptcy Court, and mediations. My valuation qualifications and expertise have resulted in many unique assignments, such as one involving appraising the Grand Canyon, for which I was awarded the coveted James Felt Creative Counseling Award by my peers in the Counselors of Real Estate. My experience as a hotel industry expert in disputes in the past few years involves more than 130 hotels, 20,000 hotel rooms, five National Parks, and \$2 billion of hotel assets, as well as hundreds of millions of dollars of other real estate assets.

Additionally, I have provided assistance to hotel owners in the areas of negotiating ground leases, loan documents, franchise agreements, management contracts, development agreements, financing arrangements, design-build agreements, tax-exempt bond financings and partnership agreements.

As Principal with KPMG Peat Marwick, I was the primary resource in the western U.S. for hotel development and financing issues, particularly full-service urban and resort properties.

I have conducted appraisals, workouts and/or the original market feasibility studies on dozens of full-service resorts over the past thirty years, totaling over \$12 billion in assets. Recently, I appraised Sea World San Diego, and successfully argued for an increase in the ground lease terms, on behalf of the City of San Diego, to an arbitration panel.

Background

I am President of Maurice Robinson & Associates LLC, providing advisory services to investors and developers in the Hospitality and Real Estate industries. Prior to founding Maurice Robinson & Associates LLC in 1999, I was a Principal with KPMG Peat Marwick LLP, leading their western region Hospitality and Real Estate consulting practice for twelve years (1986-1998). Prior to KPMG, I was a Senior Consultant and Manager in the real estate and hospitality consulting practice of Pannell Kerr Forster (now PKF Consulting) for five years (1982-1986). My previous work experience also includes three years as senior economist with

the real estate consulting firm of Williams-Kuebelbeck and Associates (1979-1982), and a year as an independent consultant (1978).

I hold a Real Estate Appraisal certificate from the State of California; a master of public administration degree with a specialty in Municipal Finance from the University of Southern California; a bachelor of arts degree in economics from Macalester College in St. Paul, Minnesota; a certificate of environmental management with a specialty in public/private partnerships from the Environmental Management Institute in Los Angeles; and a professional designation in financial planning from UCLA.

I have completed training in arbitration, both as a panel member and chairperson, with the Financial Industry Regulatory Authority (FINRA), as well as with the Institute of Conflict Management (ICM), and have been selected to serve as an Arbitrator, both for FINRA and AAA. In my five most recent arbitrations, I served as the Chairperson of the 3-member panels. I am also a trained and experienced Mediator, having completed Mediation Training courses by the L. A. County Bar Association's Dispute Resolution Services and ICM, and successfully mediated hospitality and real estate-related cases in the past few years.

Speeches and Articles

I am a frequent lecturer at various real estate and hospitality industry-related seminars and conferences across the United States, and have spoken more than two dozen times at national and local hotel industry conferences. Some of my most recent panels included the topics of Litigation Support Services, Alternative Dispute Resolution, and Arbitration Opportunities in the Hospitality Industry. I was the editor of KPMG's Hospitality Update newsletter in the mid-1990s, and served on the Program Planning Committee of the annual UCLA Hotel Industry Investment Conference for six years. I am an annual Guest Lecturer to UC Berkeley's MBA students on Complex Valuation Topics.

I have co-authored an article entitled "How to Value Commercial Improvements in a National Park" in the Winter 2000/Spring 2001 edition of *Real Estate Issues*; a chapter entitled "Alternative Dispute Resolution in the Hospitality Industry" in the textbook *Hotel Investments: Issues and Perspectives*, 4th edition; and an article entitled "Issue Review Boards™ – The Next Wave of Alternative Dispute Resolution for the Hospitality Industry".

Affiliations

I am a member of the prestigious International Society of Hospitality Consultants (ISHC), and am Chairman of the Professional Conduct Committee. Other professional memberships include the Counselors of Real Estate (CRE), where I am on the Alternative Dispute Resolution Committee, as well as the American Society of Appraisers (ASA), and the Forensic Expert Witness Association (FEWA). I am also a member of the Board of Arbitrators for FINRA.

Contact Information

The offices of Maurice Robinson & Associates LLC are located at 880 Apollo Street, Suite 125, in El Segundo, CA 90245. Telephone: 310-640-9656. Fax: 310-640-9276. Cell: 310-713-3220; E-mail: Maurice@MauriceRobinson.com. Web site: www.MauriceRobinson.com.