



## Professional Qualifications

HENRY B. STALEY, JR., CPA, MAI, CRE, ISHC

### EXPERIENCE

**CBRE Hotels (formerly PKF Consulting USA)** **Jacksonville, Florida**  
**Senior Vice President.** Mr. Staley is responsible for managing the firm's Jacksonville practice unit with a focus on market analysis, valuation and dispute resolution services.

**Atlantic Hospitality Advisors (1995-2010)** **Jacksonville, Florida**  
**Managing Partner.** Mr. Staley merged Hospitality Analytics, Inc. with another consulting firm in July 1995 to form Atlantic Hospitality Advisors, a full-service consulting and valuation firm serving the lodging industry. The firm was based in Atlanta, Georgia.

**Hospitality Analytics, Inc. (1993-1995)** **Atlanta, Georgia**  
**President.** Mr. Staley formed Hospitality Analytics, Inc. in early 1993 in response to the increasing complexities of the lodging industry and the resulting need for experienced, hands-on consulting expertise.

**Landauer Associates, Inc. (1990-1993)** **Atlanta, Georgia**  
**Senior Vice President, Valuation and Technical Services Division.** Mr. Staley was responsible for developing Landauer's Southeastern hospitality consulting practice. In slightly over two years, his team conducted over 75 analyses throughout the United States and established Landauer as a substantial participant in the hospitality consulting arena.

**Laventhol & Horwath (1979-1990)** **Atlanta, Georgia**  
**Managing Director of Atlanta Office.** Mr. Staley began his consulting career with Laventhol & Horwath, ultimately progressing to director of the firm's Atlanta office leisure time industries practice. He later was appointed managing director of the Atlanta office and was responsible for overall management of audit, accounting, income tax and consulting practices.

### PROFESSIONAL ACTIVITIES

Member: Georgia Society of Certified Public Accountants  
International Society of Hospitality Consultants (ISHC)  
Appraisal Institute (MAI)  
American Society of Real Estate Counselors (CRE)

Licenses: Certified Public Accountant (CPA) in Georgia  
Certified General Real Estate Appraiser in Florida (#RZ2447), Georgia (#420) and Virginia (#4001 005650). Temporary practice permits obtained in other states as necessary.

### ARTICLES, SPEECHES AND TEACHING

Mr. Staley has written numerous articles that have been published in The Appraisal Journal, Real Estate Forum, the Atlanta Business Chronicle and Hotel & Motel Management. He has been quoted as a hotel expert in The New York Times, the Chicago Tribune, The Atlanta Journal-Constitution, The Plain Dealer and numerous other periodicals. His speeches include presentations to NACORE, the Hotel & Motel Brokers of America, the Georgia Association of Hospitality Accountants, the Southern Bankruptcy Law Institute, the Hotel/Motel Owners & Investors Conference, AAHOA, and several other symposiums and conferences. He has also lectured at Georgia State University and has taught hospitality consulting courses for an international public accounting firm.

### EDUCATION

Graduate of the University of Georgia School of Accounting - 1979