

NCL/National Content Liquidators, Inc.

Fact Sheet

OVERVIEW

National Content Liquidators, Inc. (NCL) is an asset liquidation company that specializes in the liquidation of hotels and resorts that are being renovated, refurbished, converted to a different brand or demolished. Recognized as “The Nation’s Premier Liquidator for the Lodging Industry,” NCL has re-marketed the contents of more than 800 hotels and resorts in the continental U.S. and abroad.

In operation for more than 40 years, NCL has successfully completed hotel liquidations with over 300,000 rooms, ranging in size from 100 to 2,000 rooms. Liquidation projects include the famed Hotel Bel-Air, Los Angeles; the Plaza Hotel, New York; Ambassador West Hotel and Bismarck Hotel, Chicago; the Watergate Hotel, Washington, DC; Princeville Resort, Princeville, Hawaii; the Sands Hotel & Casino in Atlantic City, and the Belleview Biltmore Resort, Belleair, Florida.

National Content Liquidators is the industry leader, and is consistently recognized for its high level of service, reliability, and flexibility. Full-service benefits include set-up, comprehensive selling campaigns, overseeing and implementing all aspects of the sales event, clearing the property, and even a guarantee for a profitable liquidation experience.

EXECUTIVE LEADERSHIP

Michael G. Lunsford, CEO
Donald Hayes, President
Vickie Voiles, Director of Corporate Marketing
Meredith Lunsford, Corporate Marketing
Greg Hall, Operations
Debbie Hayes, Director of Accounting
John Feldhaus, Project Manager

SERVICE AREA

Headquartered in Springboro, Ohio, National Content Liquidators serves hotels and resorts throughout the continental United States, and in Hawaii, Puerto Rico, Canada and the Caribbean.

HEADQUARTERS

NCL/National Content Liquidators, Inc.
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CLIENTS

National Content Liquidators Inc. has liquidated more than 800 properties over the last 40 years, working with hotel chains, management companies, independent properties, individual owners of hotels and resorts as well as developers and commercial lenders. NCL's long list of satisfied clients is a virtual "who's who" of the lodging industry. Past clients have included Denihan Hospitality, the Surrey Hotel and the Trump Organization, Hotel Delmonico, New York City; Hyatt Hotels, Park Hyatt in Washington, DC; SBE Entertainment, Le Meridian Beverly Hills; Starwood Hotels and Resorts, Sheraton Bal Harbour, FL and Kimpton Hotels & Resorts, Radisson Washington, DC.

LIQUIDATION PROCESS

Hoteliers interested in liquidating all or part of their hotel or resort simply contact NCL, which will then have its appraisers do a thorough walk-through of the property with the owners or hotel executives to make sure all that can be liquidated is included on the inventory list. NCL's highly-experienced staff is adept at identifying items hoteliers may not even realize can be liquidated, which can increase the funds a property makes from its liquidation.

NCL then prices all items to be liquidated (at the current fair value rate), and then works with the client to identify their critical path for the liquidation. The sales event is often conducted within 30 days, and NCL handles all duties involved with the sales event.

For properties that are being demolished or closed for renovation, NCL can conduct an on-site sale based on the client's schedule.

NCL also is able to conduct a liquidation sale while a property is open. To do so, NCL works closely with the hotel's general contractor and property management team, and removes contents designated for the liquidation without disturbing day-to-day operation of the hotel.

COMPENSATION

Unlike many liquidation companies, NCL has the ability to offer the appealing option of receiving a guaranteed purchase price. NCL's appraisers determine the likely resale value of all of the items to be liquidated, and since NCL has a long-standing reputation and the financial resources, it can provide cash upfront to the hotel owner. This ensures a profitable liquidation experience before the sales event has even occurred, and can provide cash flow to offset construction or renovation costs.

REFERENCES

For a list of references, contact Vickie Voiles, Director Corporate Marketing at 1-800-955-7253 or vvoiles@nclsales.com