



COMPANY OVERVIEW



#### THE COMPANY

Boutique Club, LLC is an exclusive consulting group that works with owners and developers of distinctive, luxury assets to create full service lifestyle real estate products that preserve the authenticity of each property while maximizing its value. We design and implement all aspects of sophisticated marketing and sales programs and ensure execution by hiring, training and staffing each project with high performance teams. We provide assistance in design, development, public relations, financing, legal registration, and related development services. Our lifestyle-focused private club environments and exquisite developments make our properties the finest in the marketplace.

The business plans developed by Boutique Club are distinct for each project and each developer and owner. This bespoke service drives each aspect of our approach and the manner with which we incorporate the benefits of shared ownership and whole ownership formats into mixed-use, resort and residential lifestyle projects. In approaching each project, our focus is two-fold: to make sure the project is viable in the marketplace, and that the services promised are delivered at the highest quality levels.

Currently, Boutique Club is providing its consulting services on projects in the Caribbean, New York City, Martha's Vineyard, Bermuda, Florida and Texas.



SERVICES

**BOUTIQUE CLUB PROVIDES THE FOLLOWING SERVICES:**

- Sales and Marketing
- Project Consulting
- Financial Services
- Assist Counsel with Legal Compliance and Registration
- Development

**SALES AND MARKETING**

- Determination of Project Feasibility
- Design targeted, integrated sales and marketing plans, including short term and project budgets and yield analysis
- Incorporate direct marketing, niche events and public relations activity proven to penetrate the desired high-net worth demographic,
- Careful review and target of origin and feeder markets,
- Work with developer in determining appropriate pricing and sales pace expectations,
- Conduct transactional services,
- Recruit, hire and train sales staff,
- Assemble the sales and marketing team,
- Cultivate strategic broker relationships,
- Plan and execute resale and capital recovery programs,
- Coordinate and implement strategic public and media relations programs and processes,
- Development of past guest database,
- Develop communication strategies with all parties,
- Create and manage new brand identity,
- Plan and execute direct mail campaigns, public relations campaigns,
- Plan and develop print and online advertising, interactive website,
- Develop and manage call center programs,
- Establish relationships with in-market and feeder market brokers,
- Support broker efforts with cooperative collateral materials and media placements, and work closely with them in order to maximize sales.
- Establish and integrate reporting requirements and process

#### **PROJECT CONSULTING**

- Work closely with the developer or sponsor to identify, develop and design the project plan,
- Advise and assist the developer on strategic and tactical business planning,
- Determine the projects yield requirements and expenses by analyzing its feasibility,
- Assist and advise owner/developer with the selection of the project's operator and/or management,

#### **FINANCIAL SERVICES**

- Develop and prepare the project's financing package,
- Assist and participate in financial presentations to investors and other financing sources,
- Provide monthly sales and marketing budget reporting,
- Prepare development funding requests,
- Assist in the completion of applications for financed ownership, whether fractional or whole.

#### **ASSIST COUNSEL WITH LEGAL COMPLIANCE AND REGISTRATION**

- Review with developer's attorney all required legal documentation,
- Ensure compliance with regulatory and registration requirements,
- Coordinate with developer or owner's attorney of any modifications necessary for regulatory approvals,
- Develop and design with owner's attorney all ownership purchase agreements, reservation agreements, escrow agreements and other applicable documentation.

#### **DEVELOPMENT AND DESIGN**

- Advise and assist on all aspects of product conception and construction, including unit mix and unit design, including specific floorplan configuration
- Assist developer owner with the selection of project architect and interior designer,
- Advise on FF&E design standards, amenity upgrades and programming,
- Develop the plan for owner use and management, property management standards and processes and proprietary operational standards,
- Advise and establish the exchange program,
- Assist owner/developer with the creation of the most strategic and qualified project team.



THE TEAM

**MICHAEL MURPHY - CHIEF EXECUTIVE OFFICER**

Mr. Murphy has 20 years of real estate transaction experience as a principal, consultant, and legal advisor. He has been involved in real estate development, the acquisition and disposition of real property and secured debt, the ownership and management of hotels, and the asset management and strategic restructuring of institutional grade investment assets. Mr. Murphy has overall responsibility for all company functions with specific responsibility for developing the appropriate structure for Boutique Club's relationship with real estate developers and landowners. He negotiates all acquisitions and/or joint ventures and creates strategic alliances.

As the head of acquisitions for Patriot American Hospitality and Boykin Lodging Company, Mr. Murphy was directly involved in negotiating and closing more than \$1 billion of resort, hotel, and hotel management company acquisitions. Prior to joining Patriot, Mr. Murphy was the Chief Executive Officer of The Stonebridge Group in New York where he structured capital markets financing transactions and acted as both an advisor and principal in the area of commercial mortgage-backed securities.

Mr. Murphy earned a Bachelor of Arts Degree from Williams College and a Juris Doctor from Fordham University Law School. He currently serves as a member of the American Hotel and Lodging Association General Counsel's Committee.

**JAY DIGIULIO - PRESIDENT**

Mr. DiGiulio is primarily responsible for evaluating potential club sites, assessing project feasibility and supervising the club design, developing the product structure, creation of the sales and marketing planning and program.

Mr. DiGiulio spent his entire 25-year career in the interval, fractional ownership and real estate development industries in senior level executive positions with blue chip hospitality companies such as Hilton, Starwood and Marriott.

Mr. DiGiulio was responsible for the marketing and sales at Marriott's Custom House and for the startup marketing and sales at The Hilton Club in New York, each property its respective brand's premier urban interval product. Mr. DiGiulio and his teams have been personally responsible for industry revenues over \$1 Billion.

In 2003, Mr. DiGiulio and Mr. Murphy completed a \$30 million acquisition of two hotels in New York City, which are now valued in excess of \$100 million.

#### **RON HENSEL - PRESIDENT OF SALES AND MARKETING**

Mr. Hensel has spent his entire 26-year sales/sales management career in the timeshare and fractional industries, working for 10 years with independent developers and the last 16 years with hospitality icons Marriott and Starwood.

At Marriott, Mr. Hensel culminated his decade tenure as Regional Vice President of Sales and Marketing-Hawaii, and during his tenure, earned a record five "Project of the Year" awards at five different locations (Palm Desert, Vail, Newport Beach, Kauai and Maui), acknowledging his consistent contributions in building the highest performing sales organizations known for their stellar financial performance, passionate associate culture, and focus on a world class guest experience. At Starwood, Mr. Hensel served as Global Vice President of Sales for the vacation ownership division consisting of the Westin and Sheraton brands and was instrumental in leading the most profitable sales organization in the industry. In 2004, he was honored at the Starwood 2004 World Conference with a special award presented by the CEO, Barry Sternlicht for "Leading a Turnaround - Orlando Sales and Marketing Team", where he assumed full P&L responsibility for the entire Eastern Region in addition to and in conjunction with his Global VP of Sales role.

Mr. Hensel was also selected to serve as the National Vice President of Sales Operations for the prestigious St. Regis Residence Club division where he led prior to joining Boutique Club. He is responsible for Boutique Club's national and international sales and participates in the evaluation of new developments.

**ST. CLAIR RUSSELL ABEYRATNE - VICE PRESIDENT OF BROKER RELATIONS /  
EVENT MARKETING**

Russell Abeyratne has spent his entire 30-year career in the marketing and sales of leisure/ luxury real estate products in Canada, the U.S. and the Philippines.

For the last 14 years, Mr. Abeyratne has been associated with the highly respected Marriott and Starwood brands. During his management tenure with Marriott, Mr. Abeyratne participated in receiving five "Project of the Year" at three separate projects. He also created and expanded a new Event Marketing distribution channel for Marriott.

Additionally, during his tenure at Marriott, as Director, he was responsible for opening customer service offices, advising as well as setting up marketing and sales offices with the local brokers in the Philippines.

At Starwood, as the Project Director at Westin Mission Hills, Rancho Mirage, California, Mr. Abeyratne took over the timeshare operation, restructured and turned it around where profits soared over 400% year over year resulting in project sellout. He also led the first portfolio sales operation, selling alternative destination leisure real estate while exceeding all corporate targets. He is also a certified "Gallup Strengths Coach."

## **JOHN KAVOUNAS - VICE PRESIDENT OF SALES**

John Kavounas has been involved in Real Estate for 12 years beginning as a sales assistant with Intrawest. While with Intrawest, John achieved his MBA from Daniels College of Business at Univ. of Denver as well has a Colorado Real Estate Broker License. After obtaining his degrees, Mr. Kavounas moved up from an assistant to a Broker Associate and joined IMI Resort where, over the next 6 years Mr. Kavounas consistently ranked a "Top Producer" selling real estate on projects including, "Hyatt Vacation Club" in Beaver Creek, CO, "The Timbers" Luxury Condominiums Keystone Resort, CO, "Three Peaks, a Raven Golf Course Golf Community", Colorado, "Hyatt Vacation Club" in Breckenridge, CO.

In 2001, Mr. Kavounas joined Playground Destination Properties (an Intrawest Company) as Director of Sales for "The Cirque Quarter Ownership" in Copper Resort, CO. After leading a successful launch at The Cirque, Mr. Kavounas was promoted to Managing Broker and Director of Marketing and Sales for Keystone Mountain Resort's \$1.2 billion real estate development. Here John led several new development launches throughout the resort including Golf Course Homesites and Mountainside Condominium property releases.

In October 2003, Mr. Kavounas was promoted again and moved his family to Jackson Hole, WY where he joined LDW Resort and Hotel Development Company, (a division of Louis Dreyfus Property Group). As the Vice President of Residential Marketing and Sales for the "Four Seasons Resort Jackson Hole", Mr. Kavounas oversaw the marketing and sales of the Residence Club and Private Residence product.

In 2005 Mr. Kavounas left the mountains and joined Starwood Hotels and Resorts in NY as Vice President of Residential Marketing and Sales. In this position, Mr. Kavounas was responsible for the Brand Compliance and Sales operations for over 50 projects and 10,000 residences and Hotel-Condominiums to be sold including the brands, W, Sheraton, Westin, St. Regis and Luxury Collection. At Starwood, Mr. Kavounas initiating programs such as the Owner Benefits program, Developer Toolkit and several Starwood marketing channels for the benefit of Resort Developers.

Currently Mr. Kavounas lives in Greenwich, CT with his wife and three daughters.

**DEBRA LEACH - PROJECT MANAGER**

Ms. Leach is responsible for communication and coordination of projects for each property.

Ms. Leach has spent the last 12 years with the Marriott in Newport Coast, California, most recently as Senior Sales and Marketing Manager. In this role, she was responsible for assisting management and sales associates with client relations, sales and contract assistance.

During her tenure with Marriott Ms. Leach was responsible for managing and training Front Desk Guest Services associates as well as managing Marketing Administration associates and implementing new processes and reporting structures. In 2000 she was given the Award of Excellence. Additionally, along with her colleagues she was awarded the prestigious Resort of the Year award six times.



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