

NOWA

HOTEL LICENSE

COMPANY PRESENTATION

Hotels. Operators.
Investors.

Off-market hotel brokerage
and strategic hotel advisory

Germany and Spain
International connections

September 2026



Our company

NOWA HOTEL LICENSE supports owners, operators and investors in hotel transactions and the development of viable operating solutions.

From city hotels to resorts: personal guidance from the initial assessment through to completion.

Approx. €150m

Completed transaction volume,
cumulative

105 hotels

Across three ongoing portfolio mandates

222 rooms

Selected single-hotel lease transaction

10+ years

Specialising in hotels



Hotel brokerage and advisory

01 **Hotel sales and leasing**

Discreet brokerage through targeted outreach to suitable buyers, lessees and investors.

02 **Operator search**

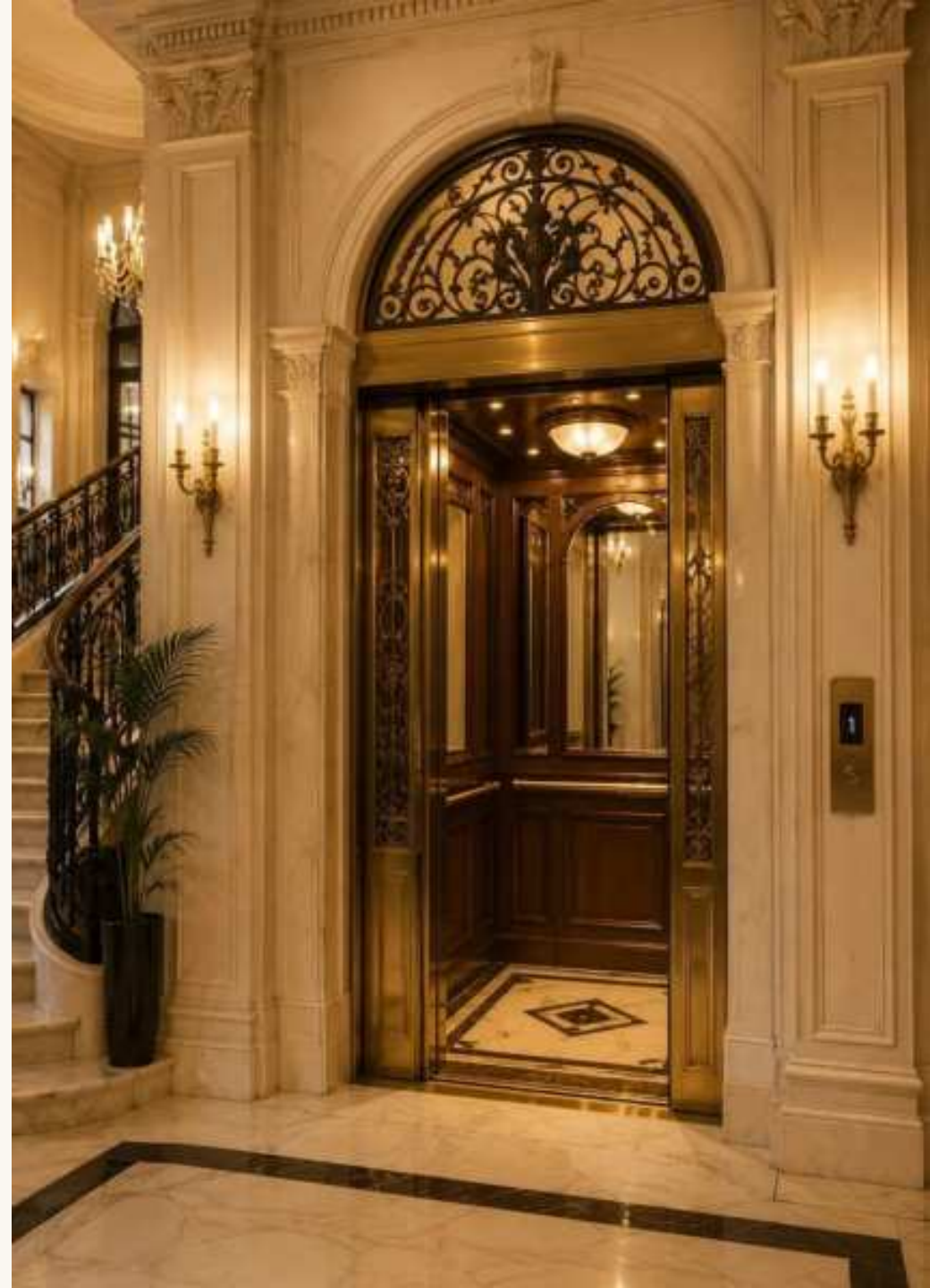
Selection of suitable operators and structuring of lease and management models.

03 **Strategic hotel advisory**

Positioning and financial viability as a basis for investment and transaction decisions.

04 **Hotel concepts**

Development and repositioning focused on target guests, operator requirements and investment needs.





Your objectives at the centre

Owners

Sell or lease a hotel, or find a new operator. Confidential marketing through a personal network.

Investors

Identify suitable hotel investments. Access off-market opportunities in Germany, Spain and selected European markets.

Operators

Expand with suitable properties. Support in finding locations and negotiating lease or management agreements.

Discretion through to completion

01 **Objectives and confidentiality**

Assess the project and establish confidential information sharing under a non-disclosure agreement.

02 **Documentation and positioning**

Organise property information and prepare a clear, informative digital prospectus.

03 **Outreach and qualification**

Approach suitable prospects and assess their commitment and financial standing.

04 **Viewings and negotiations**

Coordinate appointments and personally support negotiations through to completion.



Selected completed transactions

Individual properties and portfolios

HOTEL / LOCATION	TRANSACTION	ROOMS
Goethe Hotels, Frankfurt am Main	Sale · €12.5m	111
Soibelman Hotel, Bad Alexandersbad	Operator placement & lease	114
Former Best Western, Neu-Isenburg	Lease	222
Ibis Styles by Accor, Frankfurt am Main	Lease	94
Mainstreet Hotel, Dietzenbach	Sale	63

Portfolio experience: OYO Germany (7 hotels) and an operator placement and lease transaction within the Hagedorn portfolio.

Concept and financial viability

Positioning

Concept options and target guest segments for existing hotels or repositioning projects.

Investment planning

CapEx calculations down to furnishings and equipment as a basis for budget planning.

Forecasts and operator assessment

Multi-year scenarios and assessment of suitable operators by financial standing, experience and concept fit.



Germany and Spain

Germany

Market access and brokerage through our independent cooperation partner, Nowa Hotel Real Estate in Frankfurt am Main.

Spain

Nowa Hotel License S.L., headquartered in Ceuta. In-person consultations in Alicante by appointment.

Additional markets

Project-based activity in Austria, Switzerland, France, Belgium and the Netherlands. Morocco and North Africa are target markets under development.



Map labels: Germany · Spain · Ceuta · Morocco



Personally led

Rudi Toni Nowaczyk

Founder & Managing Director

Personal guidance throughout the process. Real estate experience since 2009 and more than 10 years specialising in hotels.

2009

Real estate

2016

Hotel specialisation

Direct dialogue with owners, operators and investors. Analytical assessment and personal support throughout negotiations.

Digital viewings and innovation

Virtual hotel viewings

Virtual viewings and digital documents facilitate shortlisting and international coordination. On-site visits follow when there is concrete interest.

AI receptionist

A development project for multilingual guest communication and support for hotel teams. A prototype is in preparation.

In development, not yet available for purchase.



Featured twice on the AHGZ front page

Spanish hotel market, November 2024

Virtual reality, March 2025

NOWA
HOTEL LICENSE

Let us talk about your hotel

Sale, leasing, operator search or expansion.
The first step is a confidential conversation.

Rudi Toni Nowaczyk

Founder & Managing Director

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