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LWHA Launches Management Service

By [Carl Gaines](#)



Isenberg

NEW YORK CITY-LW **Hospitality Advisors** has launched a new division, **LWHA Asset and Property Management Services**. The new division will be aimed at providing hands-on management of assets for hotel owners and investors.

The new division will be headed by **Gary Isenberg**, who tells GlobeSt.com that he believes the division will be able to capture business from hotel CMBS loans coming due in the near future.

Once connected with a investor-client, Isenberg will maximize the returns on the assets that client holds. "I'll be heading up asset management as well as property management of hotels, as well as an array of consultant type services," Isenberg says. "We'll be providing third party asset management to hotel owners and investors--basically bridging the gap between the real estate investors and hotel operations."

Daniel Lesser, LWHA's president and CEO, echoes the phenomenon Isenberg describes, that could likely fuel the demand for the new division. "There are still and will continue to be a lot of legacy distressed deals in the pipeline that haven't been worked through," Lesser tells GlobeSt.com. "A lot of our clients have been looking to us as they take control of property to come in and either manage the asset on their behalf until they figure out an exit strategy or to oversee what the brand operator is doing day-in, day-out."

Isenberg comes to LWHA from Field Hotel Associates, where he was COO. He told GlobeSt.com in an email that he's most excited about the response the new division has received. "The company was formed late last week, we publicly announced Monday and we have already landed some work," he said. "There seems to be great demand for such services."

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Carl Gaines Carl Gaines, East Coast Editor for GlobeSt.com and Real Estate Forum, manages the coverage of commercial real estate along the east coast. His work has appeared in Crain's New York Business, Utne Reader, the NYTimes.com's the Local, City Arts, the National Law Journal, the Village Voice and City Arts.

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