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For Immediate Release  
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**Huff, Niehaus & Associates, Inc.** announced that the firm closed on the sale of the 213 room Holiday Inn Holyoke in Holyoke, MA. H. Brandt Niehaus, President of Huff, Niehaus represented the seller, GNS Holyoke Real Estate, LLC, in the transaction.

*The buyer, 66Holyoke, LLC, has plans for a \$2.5M renovation of the 1973 and 1988 build Holiday Inn. The renovations will include a new theme restaurant and lounge, upgrade bathrooms and guest rooms. "We have discussed the addition of a waterpark," said John Redman of 66 Holyoke. With the \$9,750,000 purchase price and total renovation brings it to an all in cost of less than \$47,500 per room.*

*"The transaction was complicated by a defeasance issue on the first mortgage, but all parties were able to coordinate the three day closing in an amicable means," said Niehaus. This represented the 10<sup>th</sup> sale for Huff, Niehaus in 2006.*

Visit our web site at: [www.huffniehaus.com](http://www.huffniehaus.com).

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Huff, Niehaus & Associates, Inc., a member of Hotel Brokers International, is located in Louisville, Kentucky and is licensed in Alabama, Illinois, Indiana, Kentucky, Ohio and Tennessee. Huff, Niehaus & Associates, Inc. was originally organized as Dial-Huff & Associates, Inc. in 1975 as a hotel/motel brokerage firm. Since that time the company has evolved into a full-service real estate firm providing many services exclusively to the hospitality industry. The name changed in 1994 when Niehaus purchased the business. Visit our web site at: [www.huffniehaus.com](http://www.huffniehaus.com).

Hotel Brokers International is the world's foremost hotel sales organization with 35 offices nationwide, Australia, New Zealand and Mexico. Annually HBI accounts for the largest market share of all U.S. hotel transactions. Founded in 1959, HBI is credited for the development of the Hotel Investor's Marketplace, Certified Hotel Broker (CHB) certification program, *TransActions*, and remains the leading source of hotel real estate sales data. For more information visit HBI on the World Wide Web at <http://www.hotelbrokersinternational.com>.

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