

# JOHN N. JOHNSON IV

## PROFESSIONAL PROFILE

### AREAS OF UNIQUE EXPERTISE / ADDED VALUE:

- Proven experience with luxury hotels and resorts, particularly in the context of integrated mixed use development.
- Proven experience with community scale residential development, including contemporary hybrids (PRC, Fractional, Destination Club)
- Proven experience with state of the art membership clubs, golf courses, beach clubs, marinas, and highly experiential resort amenity programs.
- Comprehensive understanding of the resort community development, capital formation, sales & marketing, integration of land uses, and developer / investor sensitivities.
- Demonstrated self direction, entrepreneurial, with maturity of over 30 years making critical judgments and decisions to achieve target goals.
- Fluent in Spanish and Portuguese with longstanding international experience throughout Latin America.
- Trained as a Florida CPA, Sharp Financial Skills, Extensive Industry Reach.

### 1996 TO PRESENT - PRESIDENT AND OWNER OF R&RRE

Recognized for specialized expertise, R&RRE provides “hired gun” advisory and execution services for destination resorts & amenity-rich developments. R&RRE helps investors and developers solve problems they cannot solve for themselves. John is well recognized in the field of master planned resorts, exclusive private clubs and contemporary hybrids of leisure real estate. Selected illustrative accomplishments:

- Hammock Beach Club & Spa, Reunion Resort, Ginn Clubs & Resorts 2002 to 2005.
- Punta Mita (Various), Peninsula Papagayo (Four Seasons), Bahia Beach Plantation (St. Regis), Las Ventanas (Rosewood).
- Chileno Bay Club (Baja), ResidenSea (The World), Skibo Castle (Scotland), Jumby Bay (Antigua).
- Ritz Carlton Club (Sarasota), Williams Island Club (Aventura), Bonita Bay Properties (Multiple Golf Communities in SW Florida).
- Embassy Club (Panama), Ciudad Bugambilias (Mexico).

**1989 TO 1996 - PRINCIPAL, ARTHUR ANDERSEN & CO. –**

**REAL ESTATE SERVICES GROUP.**

John was recruited to AA & Co in 1989 as a rare “lateral hire” at the partner level because of demonstrated expertise and industry recognition in the field of large scale resort destinations and amenity rich community development. Designated Firm-wide Director of this practice circa 1992. Selected for attachment to AA’s Mexico City Office to “Godfather” their RESG and Hospitality Consulting practice in 1995. Selected accomplishments:

- Spearheaded RESG’s impetus for community scale resort development, initially focused in US, then later overseas, emerging as market leader ahead of EYKL.
- Successfully handled challenged projects & disposition of asset portfolios (e.g.: ITT land and amenity holdings at Palm Coast, MuBen’s interests in Fisher Island & Williams Island).
- Directed planning and development teams to envision and formulate integrated resort developments in the US and over seas. “Best Practices” approach for integrating research, land planning, marketing, and financial issues simultaneously. Emergent examples: Mayalum, Everland, DCMR.
- Mentored an outstanding team of RESG professionals in Mexico City with quality standards on par with any office in the firm. Activities were highly directed to coastal resort communities and hotel developments in Mexico.
- Critical involvements with iconic US private clubs to either structure or effectuate solutions and exit strategies. Examples: Mar a Lago Club, Eastlake Golf Club, Jupiter Island Club, Atlanta National.
- Recurring “expertise” involvements with CSX as corporate resort owners and operators of land-rich resort properties. (The Greenbrier Resort, Savannah Harbor, Jackson Hole Golf & Tennis, Teton Mountain Lodges).

**1984 TO 1989 – PARTNER & NATIONAL PRACTICE LEADER - LAVENTHOL & HORWATH**

John directed all real estate and hospitality consulting for L&H’s Palm Beach Office, and became Practice Leader firm-wide resource for private golf clubs and amenity programs in resort & residential communities. During this era John emerged as a top national authority in golf courses, private membership clubs and integrated mixed-use resort developments.

Selected accomplishments:

- Fastest growing, highest margin advisory practice in the firm at the time.
- Selected by Ritz Carlton Hotels to lead L&H advisory services for development and valuation services on the east coast and Caribbean (Superior Quality).
- Industry pioneer for the concept of Resort Membership Programs at Resort Hotels (Boca Raton Resort & Club, Turnberry Isle, The Breakers, PGA National).
- Industry pioneer land uses in large scale resort developments, emphasis on luxury hotels as value generators for the entire project (Mayalum, Wild Dunes, Kiawah Island).

- Extended involvement in pre-development and post opening stages for a variety of luxury and first class hotels. (Four Seasons Palm Beach, Ritz Carlton(s) Manalapan, Naples, Amelia Island).
- Enduring expertise negotiating equity conversion deals with community property owners in hotly contested environments. (Dozens of examples.)

### **1976 TO 1984 – LAVENTHOL & HORWATH (THE FORMATIVE YEARS)**

Rejecting offers from all “Big 8” suitors, John accepted a position on the audit staff in 1976. He joined the consulting staff in 1978, and quickly gained reputation for smarts vis a vis Cornell graduates. Emerged as go-to-consultant for anything difficult, unusual, or pioneering. Selected accomplishments:

- Many hotel feasibility studies throughout the US, Caribbean & Latin America. Often with extended support for investor / lender deliberations.
- Early recognition as a “spa authority”, having pioneered concepts at PGA National, Doral Saturnia, and other early industry initiatives in with destination and resort spas.
- Crossover experience with integrated mixed use development featuring residential and amenity programs surrounding hotels.
- Project assignment living in Rio de Janeiro for 14 months to create operating manuals and implement operating improvements in a national hotel company.
- Project assignment living in Luanda, Angola to rehabilitate government owned hotel properties.
- Early years as a CPA auditing hotels in Miami.

### **EDUCATION & AFFILIATIONS**

- Urban land Institute – Recreational Development Council (Since 1995)
- University of Florida, BSBA Accounting, 1974 - 1976, With Honors
- United States Air Force Academy, 1972 to 1974, Deans List
- Experienced speaker and presenter at industry conferences.

### **CONTACT INFORMATION**

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