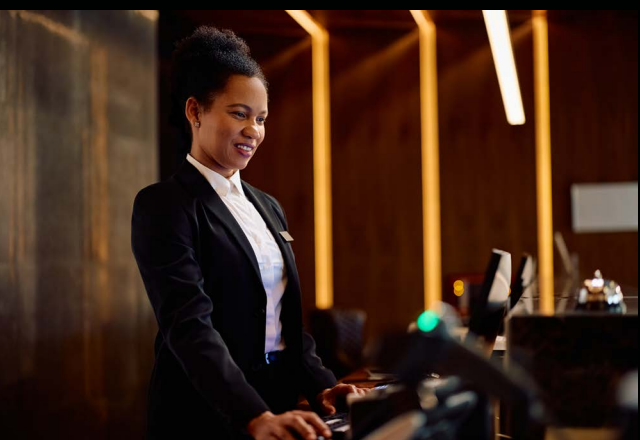




UNIQUE BOUTIQUE HOSPITALITY CASE STUDY

Accelerating Acquisitions for a Hospitality Investment and Operating Company with the NexusTek AI Hospitality Platform



Turning Acquisition Complexity into Opportunity

When Unique Boutique Hospitality made its first hotel investment, it was using manual processes to collect, organize, and evaluate the information needed for an acquisition decision, an approach that was time-consuming, costly, and inconsistent. NexusTek delivered a streamlined, agentic AI-powered solution built around their investor-defined scoring model. Since then, the NexusTek AI Hospitality Platform has evolved into a white-label offering designed to support the full property ownership lifecycle, from acquisition through growth and operations.

THE CHALLENGE:

Due Diligence at Market Speed

Evaluating that first hotel acquisition took almost a year. The team had to manually compile and then analyze hundreds of documents including financial statements, legal filings, market data, and operational records. They then had to manually compare each opportunity against the firm's unique investment criteria. The labor-intensive process drove the legal, advisory, and due diligence costs to around 10% of the purchase price.

Without being able to consistently qualify or eliminate opportunities early, significant time and money would have to be invested without knowing if a property was a good fit, and off-the-shelf due diligence tools were designed for documents, not decisions.

CHALLENGES:

- Due diligence up to one year per acquisition
- Nearly 400 scattered documents required for each acquisition
- Legal and advisory fees reached up to 10% of the purchase price
- No consistent way to score or qualify acquisition opportunities
- Manual coordination with sellers and solicitors slowed the process
- A growing acquisition pipeline made the process difficult to scale

“Compliance and speed aren’t optional in this business. If you don’t know your ideal property profile going in, there’s no way to score a deal, and you waste months chasing the wrong ones.”



Bobby Christian

Founder & CEO, Unique Boutique Hospitality

THE SOLUTION:

NexusTek AI Hospitality Platform

The NexusTek solution is a purpose-built agentic AI platform designed to address three stages of the hospitality ownership lifecycle: **Buy It**, **Grow It**, and **Operate It**. Now live in production, its investment-thesis scoring engine is now actively evaluating acquisition targets.

Public and private data in one place

Every acquisition begins with a single, unified view of the opportunity. As soon as a property is entered into the platform, relevant public information, including property, market, and regulatory data, is automatically gathered. Financial statements, leases, legal filings, and other private documents are uploaded and organized alongside the public data, with a confidence rating for each source.

Investment scoring that fits your strategy

The proprietary model scores opportunities against your investment thesis, including everything from location and market conditions to financial and legal risk, giving you a consistent evaluation and a committee-ready report.

Always-current opportunity data

Property information stays up to date by continuously monitoring public data sources and automatically incorporating new documents as they're added.

A simpler way to manage deals

A secure seller and solicitor portal replaces scattered email chains with one shared workspace for documents, requests, outstanding items, and questions.

Built to grow beyond hospitality

The same scoring framework can be applied to hotels, golf courses, self-storage, car washes, and other real estate asset classes without rebuilding the platform.

SERVICES DELIVERED

NexusTek AI Hospitality Platform

White-label implementation

Automated public data connections

Document upload, categorization, + data extraction

Configurable 129-metric investment scoring

Thesis-based opportunity evaluation

One-click investment committee reporting

Collaboration portals for sellers + solicitors

Automated red-flag identification + reporting



✓ Active acquisition evaluations

✓ Significantly reduced manual coordination between sellers and solicitors

✓ Comprehensive document management

✓ Investment committee reporting

✓ Projected: due diligence timeline reduced from 12 months to 60–75 days

✓ Projected: legal and advisory fees reduced from 10% to 1% of the purchase price

✓ Platform could offset the work of 2.5–4 analyst roles (KSL Capital Partners estimate)

OUTCOMES



What's Next

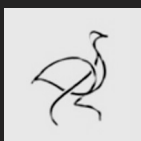
With the Acquisition stage established, development will expand to the Growth and Operations stages, completing the platform's vision for the full hospitality ownership lifecycle. The partners also plan to list the NexusTek AI Hospitality Platform in the Pax8 Managed Intelligence Marketplace, extending its reach to a broader investment audience across the hospitality industry.

“If you don’t know your ideal property profile going in, there’s no way to score a deal, and you waste months chasing the wrong ones. This platform solves that from the very first search.”



Bobby Christian

Founder & CEO, Unique Boutique Hospitality



About Unique Boutique Hospitality

Unique Boutique Hospitality is a boutique hotel acquisition and operating company founded by Bobby Christian. Its first acquisition was a property in Ireland, and the company's target acquisition range is roughly €2 million to €5 million.

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About the NexusTek AI Hospitality Platform

The NexusTek AI Hospitality Platform is a white-labeled, agentic AI system supporting the full property ownership lifecycle starting with acquisition scoring, document management, and investment committee reporting for hospitality and other asset classes.

Learn more at nexustek.com