

PASLER & PARTNER

HOSPITALITY / REAL ESTATE



Trust – it's a family affair.

Pasler & Partner is the strategic foundation for hospitality and real estate projects. We are a family business with a feel for tradition and zeitgeist that breaks down old thought patterns and builds trust.

We'll meet you at eye level.

When there's a lot at stake, it's good to know where you stand. We speak the language of institutions and value communication on an equal footing above all else. We are Franz and Franz R. Pasler, father and son, who turned their companies into a true family business. Our different perspectives and expertise is what makes Pasler & Partner unique with a decisive edge.

On your side.

We provide strategic advice, support and develop real estate projects from the planning stage through to exit, and have the necessary visionary expertise to attend to assets. Combining the skills of two generations and drawing on over 40 years of combined experience, we make sure that property owners, investors and family offices feel confident they are in good hands. Integrity, a sense of responsibility and discretion take utmost priority in everything we do. They are what underpin our long-standing partnerships and will remain our guiding values as we head into the future.

Always tailored. Always on target.

While our roots are in Vienna, our branches have spread throughout the world. Partners from our international network support us in specific areas when required to ensure the most tailored and customized value for our clients.

Hospitality

with Mag. Franz Pasler → [BIO](#)

Asset Management

In good hands.

When investing in hospitality assets, you need someone with industry knowledge and a sure hand on the tiller. As a highly responsible owner representative and partner for investors, we optimise the value of hotels and other commercial property over the long term. Our sustainable use concepts will maximise your return, while in-depth performance checks and benchmark data will ensure clarity and transparency. Pasler & Partner will also monitor budgets, coordinate contractors and liaise with authorities in order to safeguard your interests.

Strategic Hospitality Advisory

We see what others don't.

As a sparring partner you can trust, we offer strategic support that extends well above and beyond conventional advice. By analysing market trends, identifying new consumer requirements and drawing on our extensive network, we uncover untapped potential that will put you ahead of the competition and increase the return on your investment. And, because a good strategy needs someone to bring it to life, we will also help you find the perfect operator for your project. Taking trust and due discretion as our starting point, we forge long-term partnerships that deliver success.

Transactions

Guided by foresight and vision.

When you need support for complex transactions, it's good to have someone by your side who has the keen sense and experience you need. From the initial due diligence all the way through to closing, we tackle every single phase in great detail and thoroughness. We set out to spot all the opportunities and risks and find the best possible suggestions for the value of your transaction. Our extensive network and sound relationships within the industry enable us to get buyers and sellers around the same table and make it easier to reach mutually beneficial agreements that get the most out of every transaction.

Restructuring

Charting new courses to success.

In times of change and uncertainty, we are your turnaround experts ensuring stability and leadership with our effective strategies that restore profitability and promote sustainable growth. We carry out comprehensive analyses of market trends, consumer preferences and competitors in order to identify opportunities to achieve your best possible positioning. Throughout the process, we will meet you at eye level and guarantee complete transparency and discretion. We will work together with you to find new ways that keep you competitive.





Real Estate

with Franz R. Pasler, Msc. → [BIO](#)

Investment & Development Founded on trust.

As a trustworthy joint venture partner, we foster helpful and expedient relationships and support successful real estate projects in which we also personally invest in. We build bridges between capital and potential and are a reliable companion for both sides. Our expertise, our local presence and our international networks position us as a strong ally in the real estate industry. We focus on the specific objectives, risk profiles and investment horizons of our clients and partners in a targeted manner, so that we can offer them individually tailored strategies. The result? A substantial measure of security and confidence.

Asset Management Your properties deserve the best.

We don't just manage property portfolios – we take care of them. We optimise the performance of your assets and unleash untapped potential with forward-thinking strategic initiatives such as targeted refurbishment, repositioning and extensions, all guided by our in-depth understanding of the real estate landscape. We combine the latest market insights with extensive industry knowledge to master complex situations and adapt quickly to new trends. Our aim is not only to preserve the value of your portfolio, but to increase it over the long term.

Family Offices When values underpin assets.

Bequests and legacies don't spring up overnight, so it's all the more important to attend to a family's estate with care, respect and the necessary expertise. Our global network gives us access to unique investment opportunities that allow us to tailor individual portfolios that reflect your family values and goals. We provide you with invaluable advice on your properties and help you make those all-important decisions. In doing so, we always act discreetly, confidentially - and with total commitment to our responsibility as your partner.