

ORMEND YEILDING

Shareholder & Co-Chair,
Hospitality & Leisure

Group

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Ormend Yeilding, co-chair of the firm's Hospitality & Leisure Group, concentrates his legal practice on hotel and resort transactions. He routinely represents developers, institutional investors and private equity groups in the acquisition, financing, restructuring and disposition of resorts, hotels, golf courses and other leisure assets, with an emphasis on negotiating brand management agreements and franchise agreements.

Ormend is frequently asked to write and speak on legal and business issues related to the challenges, nuances and strategies of negotiating among multiple parties to successfully develop, brand and finance hotel projects.

During his more than 20 years with Lowndes, Ormend routinely handled a variety of complex transactions for hospitality and leisure assets located nationwide, including the Sheraton DFW Airport, Hilton Melbourne Airport, Grand Wailea Resort and Spa, Arizona Biltmore Resort & Spa, La Quinta Resort & Club, Omni Mount Washington Resort, Marriott Marquis Houston, Hilton Orlando, and several historic hotels located in the Miami Beach Art Deco National Historic District. He is frequently asked to write and speak on legal and business issues related to the challenges, nuances and strategies of negotiating among multiple parties to successfully develop, brand, manage and finance hotel projects.

Prior to rejoining the firm in 2022, Ormend spent two years as General Counsel for Stratford Hospitality, a Los Angeles-based hotel investment firm that specializes in providing asset management, financing and construction consulting services for its investment partners. This experience has given him a unique understanding of the industry, as well as valuable insight into legal business needs from the client's perspective.

ADMISSIONS

- The Florida Bar, 1999

EDUCATION

- University of Florida Levin College of Law (J.D., with honors, 1999)
- Duke University (B.A., cum laude, 1996)

COMMUNITY ACTIVITIES

- Foundation for Orange County Public Schools, past Chair
- Winter Park Breakfast Rotary Club

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

- Orange County Bar Association
- American Bar Association
- The Florida Bar

PRESENTATIONS

- Panel Moderator, Hospitality Industry Panel Discussion and Networking Reception, HREC, November, 2017
- Speaker, Hotel Management Agreements: Ten Topics for 2015 and Beyond, Strafford, April 16, 2015
- Panelist, Boutique Hotel Conference, Miami Beach, October 2009

ARTICLES

- 5 Owner Errors In Negotiating Hotel Management Agreements, Law360, November 18, 2019
- The Hotel Addendum That Could Make or Break Your Hotel Development, HOTELS, November 29, 2017
- Why Hotels Should Prioritize Brand Management Agreements, Law360, October 26, 2017
- Actually, Hotel Franchise Agreements Are Negotiable, Lowndes The Fine Print, Spring 2017
- Hotel SNDAs: What's in a [Brand] Name?, Real Estate Finance, December, 2009