

Accelerating Careers Through Trusted Guidance

# Steve Rushmore's Mentorship Program

*In hospitality consulting, technical knowledge is only half the story. Real success comes from credibility, relationships, and access to opportunities. Mentorship is the bridge that turns knowledge into a career.*



## Guiding the Next Generation of Hotel Consultants, Appraisers/Valuers, Asset Managers & Owners

In today's hospitality industry, knowledge alone is not enough. Success comes from a combination of skills, connections, and credibility. That's where mentorship makes the difference.

As the Founder of HVS and creator of the Hotel Valuation Methodology, I have spent over four decades shaping the global practice of hotel consulting and valuation. My career has spanned thousands of assignments in every major market, and I have mentored countless students who now lead successful careers in the hospitality industry.

When you join my Mentorship Program, you don't just gain knowledge; you gain a mentor who will guide your career, share hard-earned insights, and open doors at the highest levels of the hospitality industry.

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## Why Mentorship Matters

Having a mentor can be one of the most powerful accelerators of a person's career. While formal education provides knowledge and technical skills, it rarely offers the personal guidance, strategic perspective, and industry access that come from working with someone who has already walked the path. A mentor helps bridge that gap by offering not only advice but also the wisdom of experience, lessons learned through decades of successes and setbacks.

A good mentor provides clarity when choices feel overwhelming. They help mentees set realistic goals, identify opportunities, and avoid the costly mistakes that many professionals make early in their careers. Just as important, a mentor provides accountability. By regularly checking in, offering honest feedback, and challenging mentees to think more ambitiously, mentors ensure their guidance translates into tangible progress.

Beyond career planning, mentorship is about access. The right mentor can open doors to opportunities, networks, and conversations that would otherwise be out of reach. In industries where relationships matter as much as technical skills, this can make the difference between a stalled career and one that takes off.

Perhaps most importantly, mentorship provides confidence. Knowing that someone respected in the field believes in your potential and is invested in your success gives mentees the courage to take risks, pursue ambitious goals, and achieve more than they thought possible.

***A mentor helps you avoid costly mistakes, opens doors to opportunities you could not reach on your own, and gives you the confidence to pursue ambitious goals.***



***The right mentor doesn't just teach — they accelerate your career and expand your future.***







## Why I Am Uniquely Qualified

Throughout my career, I have trained and mentored thousands of professionals who now work in leading hospitality firms worldwide. Many of them began as students or hotel operators, unsure how to transition into consulting or asset management. With my guidance, they learned how to think like owners and investors, how to analyze and value hotels, and how to present themselves to decision-makers. Today, they are managing directors, partners, and respected advisors in the industry.

My qualifications stem not only from my technical expertise and authorship of widely used valuation methodologies, but also from my role as a teacher and mentor at top academic institutions, including Cornell University, EHL, Hong Kong Polytechnic University, and the University of Houston. These experiences have shown me the challenges students face when making career transitions, and I have developed a proven approach to helping them succeed.

Perhaps most importantly, I bring access. Over the years, I have built a global network of owners, investors, and operators. When I mentor someone, I am not just teaching them skills; I am advocating for them, making introductions, and helping them earn credibility in front of the people who can influence their careers.

## What You Will Gain

My Mentorship Program is built on three pillars: knowledge, guidance, and access. Students first gain the technical foundation needed to perform hotel valuations and negotiate management contracts through my online courses. But the true value comes after that, when mentorship begins.

As a mentee, you will work with me to chart your career path and set ambitious but achievable goals. I will help you identify the steps required to move from where you are today to where you want to be in five, ten, or fifteen years. Together, we will refine your professional presentation, sharpen your ability to communicate with owners and investors, and build a strategy for positioning yourself in the market.

Alongside this career guidance, I provide access to my network. I am willing to recommend and introduce mentees to firms and individuals at the highest levels in the industry, provided they are ready to meet the professional standards I expect. This is what makes the program unique. You are not just learning in isolation; you are gaining a mentor who will actively open doors and help you create opportunities.

## Qualifying as a Mentee

This program is selective, and not everyone qualifies. To be considered, you must first successfully complete my professional training programs, "How to Perform a Hotel Market Analysis and Valuation" and "Hotel Management Contracts: Negotiating a Fair Deal." These courses provide the technical foundation that enables us to focus our mentorship on career growth rather than basic skills.

*"Steve's mentorship completely changed my career trajectory. He helped me set clear goals, refine my professional approach, and introduced me to contacts I could never have reached on my own. I wouldn't be where I am today without his guidance and support."*

Equally important is your level of commitment. I am seeking students who are motivated, goal-oriented, and committed to advancing in consulting, valuation, asset management, or ownership. My mentees must be willing to engage actively, ask questions, share their progress, and seek feedback. Mentorship is not a one-time conversation; it is an ongoing dialogue built on trust, professionalism, and accountability.

Finally, I expect mentees to act with integrity and to represent themselves at the highest level. When I make introductions or provide referrals, my reputation is on the line. I will only do this for individuals who have demonstrated they are ready to seize those opportunities with the right mix of competence and professionalism.

### Preparing for Mentorship

To maximize the value of our work together, you must begin the program fully prepared. That preparation begins by registering for my online courses. Next, update your professional materials, including your CV, LinkedIn profile, and prepare a concise one-page career summary. These documents form the basis of how you present yourself to potential employers and industry contacts.

The second step is goal setting. I expect mentees to come with a clear vision of their short-term, medium-term, and long-term goals. Where do you want to be in one year? In ten years? In fifteen? My FIU Seminar on Goal Setting provides a structured way to think about these milestones, and I ask that all mentees watch it before beginning the mentorship.

**"When I open doors for you, I put my reputation on the line. I expect professionalism, integrity, and ambition in return."**

Preparation also includes personal development. I require my mentees to read a curated list of books that focus on networking, productivity, and leadership. Titles such as *"Never Eat Alone"* by Keith Ferrazzi, *"Goals!"* by Brian Tracy, and *"The 7 Habits of Highly Effective People"* by Stephen Covey are included because they provide the mindset and strategies necessary to succeed in consulting, asset management, and all business endeavors. These readings ensure you are not only learning industry skills but also developing the habits and perspective that will carry you through your career.

Finally, you must prepare yourself to build a professional network. This includes drafting a 60-second introduction, identifying firms or individuals you would like to connect with, and committing to cultivating those relationships over time. Networking is not an afterthought; it is a central part of your professional growth, and my mentorship will help you build and use these connections effectively.

### Are You Ready?

If you are serious about advancing your career in hospitality, I invite you to join my Mentorship Program. Together, we will build the skills, credibility, and connections you need to achieve your long-term goals.

### Your Next Step

Please reach out to me so we can schedule a Zoom/Teams call to discuss your career goals and initiate our mentor relationship.

Steve Rushmore

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**"My mentees have transitioned from hotel operations into global asset management firms, launched consulting careers, and even built their own ownership portfolios. With the right preparation, you can achieve similar success."**