

Professional Team



Thomas Morone is a Principal of Warnick + Company (California), LLC. He has a wide range of industry expertise including general hospitality consulting, corporate acquisition/disposition, management/franchise selection and contract negotiation, hotel and resort brokerage, strategic planning and market positioning, and hotel operations.

Prior to opening the Los Angeles office of W+C, Tom was the Vice President and Manager of Colliers International Hotel Realty – Los Angeles. At Colliers, Tom was responsible for hotel brokerage services, with an emphasis on larger projects. Among others, he was involved in the sale of hotels such as the Hyatt Newporter in Newport Beach, the Airport Marina Hotel, Retail, and Commercial Center in Los Angeles, the Midland Hotel and office complex in Chicago and the Olympus Hotel in Salt Lake City.

Tom has advised many clients on the market and economic feasibility, programming, franchise branding, and management company selection for their hotels. He has also assisted in clients' decisions to buy, sell, or hold and has executed a number of innovative solutions for his real estate clients.

Prior to entering brokerage, Tom was Vice President, Corporate Development with Omni Hotels and was a Director of Development with Doubletree Hotels. He has managed regional corporate development and real estate activities throughout the United States. His consulting skills were developed as a Senior Consultant with Pannell Kerr Forster, Los Angeles and honed in his own practice, Hospitality Systems, Inc., which he founded in 1979. Tom has extensive hotel operating experience, has opened new properties, and repositioned several hotels and restaurants. He began his hotel career with Western International Hotels, now Westin Hotels, where he was a member of the opening teams for the Peachtree Plaza Hotel in Atlanta and the Westin Bonaventure Hotel in Los Angeles.

Tom is a licensed real estate broker in California, Arizona, and New York. He is a Certified Commercial Investment Member (CCIM), a member of and Chairman Emeritus (2009) of the International Society of Hotel Consultants (ISHC), and is a certified expert in mediation, arbitration, and dispute resolution. Tom coauthored CapEx 2007, a study of capital expenditures in the hotel industry. He holds a lifetime teaching credential in California, lectured in the Hospitality Management Program at UCLA, and formerly taught in the NYU Hospitality program. He is a frequent speaker at national hospitality conferences and is a steering committee member in the Planning Committee of America's Lodging Investment Summit (ALIS).