

**PITTSBURGH,
PENNSYLVANIA**

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PRACTICE AREAS:

[Business Counseling](#)

[Hospitality](#)

STATE ADMISSIONS:

Pennsylvania

COURT ADMISSIONS:

U.S. District Court for the Western
District of Pennsylvania

EDUCATION:

J.D., University of Pittsburgh
School of Law, *cum laude*, 2013;
Editor, *Journal of Law and
Commerce*, Member of Phi Alpha
Delta

B.S. in accountancy, Villanova
University, *magna cum laude*, 2007

Jeffrey E. Robb

MEMBER

For more than a decade, Jeff Robb has helped hotel owners, brands, operators, and lenders navigate some of the most complex transactions in the hospitality industry, from single-asset acquisitions to multi-hundred-million-dollar portfolio deals across the United States. What sets Jeff apart is his ability to speak both languages, legal and financial – a perspective rooted in his background as a former certified public accountant (CPA) that allows him to engage meaningfully on business points from term sheet to closing. Jeff assists investors with the purchase and sale of hotels, including preparation and negotiation of purchase and sale agreements and related transactional documents. He has negotiated franchise agreements and comfort letters for hundreds of hotels with major franchisors throughout the industry, and works closely with hotel owners and management companies to draft and negotiate management agreements, joint ventures, and technical and consulting service agreements.

Jeff also brings his transactional experience to manufacturers, advising on mergers and acquisitions, corporate governance, and key operational agreements.

REPRESENTATIVE MATTERS

- Represented numerous hotel owners in negotiation of long-term branded hotel management agreements with major international brands throughout the United States, including a luxury resort acquired for more than \$800 million.
- Helped a real estate investment company successfully acquire and sell a three-hotel portfolio valued at \$140 million, managing all aspects of the transaction from contract through closing.
- Represented the buyer in a \$50 million full-service hotel acquisition in the Chicago area, navigating a complex transaction to a successful close
- Advised the seller of a 21-hotel portfolio spanning multiple states, coordinating all transactional and franchise-related matters across the portfolio.
- Counseled various hotel developers on management agreements for 21c Museum Hotels, Alila, and other distinctive boutique hotels.
- Served as franchise counsel in connection with the consensual foreclosure of a portfolio of 148 hotels by the mezzanine lender on the portfolio, a real estate investment trust (REIT), navigating

the transition of the hotels via comfort letters with multiple franchisors and negotiating long term franchise agreements and other related documents for the portfolio on behalf of the new owner.

- Advised multiple mid-market manufacturers through acquisitions, guiding each transaction from letter of intent to successful closing.

PROFESSIONAL AFFILIATIONS

- Allegheny County Bar Association

AWARDS AND RECOGNITION

- Received a Best Lawyers: Ones To Watch 2025 recognition for Corporate Law

NEWS AND INSIGHTS

SPEAKING ENGAGEMENTS

- “Brand, Owner & Manager Alignment – Navigating Conflicts & Finding Common Ground” panel presenter, ALIS Law, January 26, 2026.
- [“Resort Fees: Because That Pool You Didn’t Use Isn’t Free,”](#) presented at Eckert Seamans’ 2025 Joel Lennen Legal Primer, August 14, 2025.
- “Between The Lines: A Brief on the Unwritten Rules of Practicing Law,” panel presenter, New England Law, April 2021.