



Focused

Comprehensive

# INNovative

Hotel Management



Providing Complete Hospitality Management

# INNovative

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## Management Services

**INNovative Hotel Management** is an independent hotel management company with its senior partners and managers bringing over 55 years of combined experience in operations to bear at your Hotel(s). Our current and past portfolio includes award winning properties performing within the top 5% of the brand, and IHM Senior Executives have managed hotels under most major national franchises including Hilton, IHG, Choice and Starwood. We manage unique independent hotels as well as top branded full and limited service operations.

IHM offers a full array of third party management solutions to assist individual owners or institutional investors in meeting their investment and performance goals. We can be involved as little or as much as you the owner would like. In the past we have handled everything from Revenue Management only services, to full third party management responsibility, handling all aspects of the business operations.

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## Management Capabilities

### **Experienced Hotel Management**

IHM has proven its ability to enhance performance at both established market performers as well as turn-around operations through a combination of financial, Sales & Marketing, and operational management tools. We are also highly experienced in managing major renovations, re-flagging, and market repositioning.

### **Services that Owners Need**

IHM services are available as a complete third party solution to owners, or can be individually tailored to meet your specific target areas of need.

### **Accessibility**

Our top executives are highly accessible to our owners. Senior management will deal directly with the General Manager and Operational staff at each hotel to ensure communication is timely, expectations are clear, and that we are always in touch to meet the needs of your Hotel.

# PROVEN TURNAROUND EXPERIENCE

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See the Results

- **Hampton Inn, PA** – Prior to taking on this asset, the property was in default with the franchisor. Within 12 months, and with no capital investment into the property, the asset was elevated to “Wall of Fame” status, operating within the top 15% of the entire brand nationwide. The property ranking has increased by over 700 place marks and has consistently maintained Wall of Fame status for the past 6 quarters. The property received the highest Quality Assurance ranking in its region, and has a 12 month rolling RevPar Index through November 2008 of 134%, up from a prior of 99.2%. The property just received Lighthouse Award status for 2008, meaning it is performing within the top 5% of all Hamptons Nationwide.
- **Clarion Hotel, FL** – This property was taken through a successful brand conversion consisting of minimal capital improvements. With 243 rooms, the property was in need of a sales revitalization to overcome many years of distressed operations. Our aggressive efforts resulted in a 52% increase in top-line revenue in one year, and a 174% increase in House Operating Profit year end.

## Past Assignments / Brands

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- |                   |               |               |
|-------------------|---------------|---------------|
| - Sheraton        | - Indigo      | - Holiday Inn |
| - Holiday Inn Exp | - Comfort Inn | - Quality Inn |
| - Hilton          | - Boutique    | - Radisson    |

## Sales

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### Revenue Focused Operations

Our corporate management consists of industry veterans with relative experience in property level positions as well as top level senior sales positions across the various major brands. Our team is in touch with all the leading industry tools and systems to ensure that your property is maximizing all areas of sales, and is performing at the top of your respective marketplace.

### What Gets Measured Gets Done

Once clear expectations are set, property sales teams are carefully evaluated against targeted goals and consistently measured for performance in both the short and long term cycle. IHM will develop a comprehensive direct selling plan targeting potential clients in each of your markets, and then follow through to completion with your property level sales team.

## **Internet Distribution Management**

We guide the effective improvement of revenue via e-channels, independent GDS service providers, online booking engines, search engine optimization and pay-per-click marketing.

# Financial

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## **Delivering Results**

The accuracy and consistency of property budgeting, coupled with clear and concise internal controls are essential and necessary tools in delivering a solid bottom line. IHM will guide each property through the annual analysis, utilizing historical information as well as market trends and expectations. Once approved by ownership, IHM will enforce the budget as well as gauge accuracy and compliance along the way to ensure that financial goals are met.

## **Reporting**

We will constantly measure and reforecast projected performance for the next quarter and the balance of the year utilizing an internal system of standardized reports tailored to fit your property. Reports will summarize all critical areas of an operation, allowing an owner/investor to assess at any given time the property's financial condition.

## **Controls**

IHM has negotiated buying power across our properties in several key areas such as operating supplies and technology needs, as well as several of the major expenses to operations such as payroll and workers compensation insurance. Through our networks, we at IHM can deliver to your property instant savings in year one in not just reduced operating expenses, but large fixed expense categories as well, dropping more money right to your bottom line.

# Human Resources

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Enthusiastic, talented and competent employees are the cornerstone of any successful business. Proactive recruitment and a culture which fosters involvement will attract and retain the most talented professionals. At IHM we have partnered with a company that offers a unique staffing solution for our hotels which removes a lot of the behind the scenes management of this vital area, allowing us to focus on the training and rewarding of associates in areas that directly affects our guests. Our program offers substantial savings to ownership and removes much of the daily routine and legalities of Human Resources which allows us to focus on our core business; Hospitality.

# Food & Beverage

## Experience

Our top management has a proven track record in all aspects of F&B, including large scale banquet center operations, independent fine dining, night clubs, and unique hotel restaurant outlet concepts. We will conduct a full analysis of your food and beverage outlet to ensure that the right menu placement and dining theme are in place to drive revenues to the operation.

## Purchasing and product standards

IHM has vendor relationships already established with special contract pricing to ensure maximum profit is achieved at your operation. A unique central PO system for online purchasing is in place enabling streamlined ordering at the property level while ensuring that the best prices are obtained. All purchases can be centrally approved through our online PO's, and all orders are tracked at the corporate level for accuracy and efficiency.

## LIST OF SERVICES OFFERED

### Marketing

- Research
- Planning
- Sales Promotion
- Sale Blitzes
- Training
- Reporting/Monitoring

### Operations

- Cost Control Systems
- Food and Beverage Concepts
- Menu Planning and Design
- Standardized Purchasing
- Personnel Recruiting
- Staff Training
- Policy Manuals
- Preventative Maintenance
- Insurance Claim Control
- Energy Management

### Accounting/Finance

- Internal Audit
- Payroll Processing
- Budgeting and Profit Planning
- Management Information Systems
- Financial Statements
- Mortgage Submission Packaging

### New Development/Renovation

- Market Evaluation/Feasibility Studies
- Site Selection
- Development of Plans & Specifications
- Project Budgeting
- Bid Preparation & Selection
- Construction/Project Management
- Interior Design
- FF&E Purchasing
- Pre-opening Marketing
- Staffing and Training

**For questions and further information, please contact:**

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