



WE MAXIMIZE PROFIT
FOR INDEPENDENT HOTELS

TODAY • TOMORROW

We are hotel turn-around experts providing hands-on business expertise how to maximize profit for independent hotels. In addition, we actually help you to get the job done.

Our clients are private equity funds, banks, asset management companies, architects, privately-owned hotels and hotel operators, tourism destination organizations, and government agencies, based in Europe, the Russian Federation and Commonwealth of Independent States (C.I.S.).

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WHAT WE DO

QUICK CHECK-UP

We help you to open the door to new opportunities within the day to maximize your hotel's revenue and profit.

GOPMAX by G&A™

A flexible packaged Consultancy Service to improve an independent hotels' Gross Operating Profit by up to 20%.

LEARNING & DEVELOPMENT

We maximize your return of investment by developing your most valuable asset – your people.

REVMAX by G&A™

A full-fledged revenue & sales concept for independent hotels to create demand, rather than only managing it.

HOTEL CONSULTANCY

Our consultancy services include proven management solutions for independent hotels.

HOTEL DEVELOPMENT

We set up hotels from scratch, opening & structuring new hotels.

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WHAT WE DO

QUICK CHECK-UP

QUICK, COMPREHENSIVE AND AFFORDABLE

A **QUICK CHECK-UP** opens the door to new opportunities within the day.

Together we probe for opportunities how to maximize your revenue and profit.

Indications:

- ✓ Your hotel has a distressed cash base, and cannot meet its debt service;
- ✓ Your hotel needs a capital expenditure investment, for which you need expert guidance to justify external funding through your bank;
- ✓ Your hotel is losing market share to its competition;
- ✓ Your hotel revenue converted via your brand is less compared to the branding and management fees you pay;
- ✓ Your hotel staff turn-over is compromising product and services delivery;
- ✓ Your hotel expects new competition, and needs to know how to react;
- ✓ Your hotel shows wear-and-tear, and you need guidance where to start.



- ✓ Two of our professional experts meet with the hotel owner and / or management team for a 1-day closed and intensive session, reviewing business performance to date, as well as the hotel's immediate business outlook;
- ✓ We look into the business performance to date, evaluate the hotel's status quo, and prepare a Profit & Loss and Cash-Flow Flash from which we identify strengths, weaknesses, opportunities and threats;
- ✓ Prior to a **QUICK CHECK-UP** we will send to you a basic questionnaire to complete with specific information, strictly governed by a mutual non-disclosure agreement;
- ✓ Upon completion of our review, we discuss with you our findings, and provide you with our recommendations.

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WHAT WE DO

REVMAX

by G&A™

A FULL-FLEDGED REVENUE & SALES CONCEPT FOR INDEPENDENT HOTELS

We help you to improve your annual revenue up to 25%, by implementing structured Revenue Management and Sales to drive demand rather than only managing it.

We do not brand, franchise or solicit marketing affiliations for your hotel; instead, we implement the industry's best available distribution technology combined with good old-fashioned hands-on sales by knocking on new doors, in Europe, Russia and the C.I.S. markets.

WE PROVIDE YOU WITH THE TOOLS AND THE KNOW-HOW...



- ✓ We analyse your business and identify opportunities to improve your hotel's revenue, and profit;
- ✓ We define, introduce and market customized products and services which make your hotel stand out at a profit versus its competitive set;



- ✓ We implement a dynamic rate matrix and distribution tools along all sales channels to grow both revenue as well as your business bottom line;
- ✓ We grow a hotel's team expertise and know-how while remaining on board to achieve budgeted targets;



- ✓ We represent and market your hotel effectively;
- ✓ We manage our own hotel field sales offices in Russia and Germany, and travel global trade fairs meeting with prospective clients.

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WHAT WE DO

GOPMAX
by G&A™

**MAXIMIZE YOUR PROFIT
BY UP TO 20%**



- ✓ **GOPMAX by G&A™** is the ideal alternative for independent hoteliers seeking professional assistance to improve their property's profit without reverting to a branding, franchising or management agreement with international hotel operators;
- ✓ Based on the needs of the independent hotelier, we offer flexible packaged Consultancy Services to improve an independent hotels' Gross Operating Profit by up to 20% annually – which is our benchmark to-date;
- ✓ **GOPMAX BY G&A™** complements an independent hoteliers vision and involvement with external and competent know-how in order to improve the hotels' bottom line;



- ✓ Our services are flexible, and priced in line with the hotel's cash-flow capability based on a 24 – 36 months business growth plan;
- ✓ Implementation of **GOPMAX by G&A™** starts with a **QUICK CHECK-UP** of your hotel, in which we audit key performance indicators per the Uniform System of Accounts;
- ✓ We look into your business performance to date, evaluate your status quo and prepare a Profit & Loss and Cash-Flow Flash from which we identify the direction and targets to go.

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WHAT WE DO

HOTEL CONSULTANCY

INDEPENDENT AND RELIABLE IN BUSINESS HOTEL OPERATIONS



- ✓ We help independent hotels to gain all the benefits of international branded hotels, while improving hotels business performance and asset value;



- ✓ We implement and train guest satisfaction surveying management, including incorporation of social media as an effective sales and guest retention tool;



- ✓ We assure cost-effective purchasing of local food & beverage produce, by sourcing local suppliers who can identify with the hotel image factoring to provide sustainable quality, and respect for the environment.

- ✓ Upon request of both hotel operators and owners, we provide our expertise on project basis; either by means of a simple telephone call or a part / long-term assignment on property. Our solutions are conservative, reliable, and always implemented to sustain in the long run;
- ✓ We implement and train operating standards en-par international hotel brands for mid-market, and luxury boutique hotels;

- ✓ We conduct quarterly and ½ yearly quality audits to measure effectiveness and assurance of implemented operating standards;
- ✓ We provide the frame-work to evaluate, create, and implement profitable menu engineering, including cost-calculation and budgeting down to operating profit for hotel restaurants, bars, and meeting venues;

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WHAT WE DO

HOTEL
CONSULTANCY

INDEPENDENT AND RELIABLE IN BUSINESS FINANCIAL MANAGEMENT & REPORTING



- ✓ Our finance & reporting tools serve not only property needs, but guarantee accounts' transparency required by banks, international auditors, and international hotel chains;
- ✓ We implement, and train a full-fledged financial management & reporting system, allowing you instant information when and where you need it, so you can manage and direct your business;
- ✓ We train and facilitate your hotel management team to prepare the annual budgeting process for all revenue and cost centres, down to EBITDA; inclusive of cash-flow planning.

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WHAT WE DO

HOTEL
CONSULTANCY

INDEPENDENT AND RELIABLE IN BUSINESS EXECUTIVE REVIEW



- ✓ We bring hotel operators and owners together, facilitating profitable hotel operations and a return on investment on the hotel asset;
- ✓ We meet with both the hotel owner and operator, pending the need and urgency on a monthly or quarterly basis to evaluate business development, brand and/or operator conversion, and the immediate hotel's business outlook;
- ✓ We look close into the hotels key performance indicators down to EBITDA, per international hotel accountancy standards. Careful consideration is given to cash-flow management, capital expenditure planning, labour efficiency, sales & distribution cost including travel-trade commissions and kick-backs, energy utilization, and optimization of operating cost-of-sales.

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WHAT WE DO

HOTEL CONSULTANCY

INDEPENDENT AND RELIABLE IN BUSINESS BUSINESS PLANNING



- ✓ We assist hotel operators and owners in the preparation of reliable, yet aggressive budgets so that property yield, capital expenditures, and cash-flow can be properly planned ahead;
- ✓ We train a hotel Executive Team to understand and apply the principles of key performance indicators, and provide them with the know-how to manage departmental as well as consolidated budgets;
- ✓ We provoke profit orientated thinking by challenging the status quo to find other and new venues to improve operating profit and thus EBITDA;
- ✓ We coach, probe, and where needed take corrective action so that budgeting and forecasting are both accurate and based on both past performance as well as the next year business outlook.

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WHAT WE DO

HOTEL
CONSULTANCY

INDEPENDENT AND RELIABLE IN BUSINESS DUE DILIGENCE REVIEW



- ✓ Our due diligence review is a complete review of hotel operations checking operational capacity to meet the projected bottom line;
- ✓ We give you the full and real picture where your hotel stands today, and discover its hidden potential;
- ✓ Ideal, if you want an unbiased opinion in order to evaluate management or lease-hold's contribution, or when establishing current asset market value for exit sale.



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WHAT WE DO

LEARNING
& DEVELOPMENT

„Knowing is not enough; we must apply. Willing is not enough; we must do.“
Johann Wolfgang von Goethe



- ✓ At Gransier & Associates we believe professionally operating employees are essential for organizational effectiveness;
- ✓ Innovative learning solutions with a focus on behavioural impact bring long term benefit and maximum return on investment by developing your most valuable asset – your people;
- ✓ Our Learning & Development professionals are based in Vienna, Prague, Moscow, and St. Petersburg, serving Europe, Russia, the Commonwealth of Independent States (C.I.S.) as well as the Middle East;
- ✓ We provide a range of workshops & trainings, both scheduled on an annual base as well as upon request on the individual needs of our clients; in principle in English or Russian, and upon request in German.

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WHAT WE DO

HOTEL
DEVELOPMENT

NEW BUILD HOTELS AND CONVERSIONS



- ✓ We set up hotels from scratch, opening & structuring new hotels, including conception, construction, and pre-opening;
- ✓ We focus on a return on investment on real-estate by assuring each available square meter will be optimized for commercial purpose, while keeping the investors vision in mind;
- ✓ Our development team is European trained, and manages hotel development based on conservative and reliable construction planning, while employing strict governance in transparency for tendering to external advisors and sub-contractors;
- ✓ In principle, we set-up hotel operations without the need for a brand, or franchising contract, by hiring a full-fledged management team to run the hotel after the opening on behalf of the owning company. Upon request, we remain on board after the opening as the asset manager.

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REFERENCES

What our clients have to say:



„I gladly confirm, that **Gransier & Associates** has advised us together with Cushman & Wakefield on the strategy to reposition our hotel asset in Prague, Czech Republic, which we got out of a defaulted leasing financing.“

Mr. Alois Lanegger, Managing Director, Raiffeisen Leasing Real Estate (Prague, Czech Republic)



„Our hotel has been turned upside down, and all we did not need fell out of it. We are now seeing the results of **Gransier & Associates** pragmatic and consistent repositioning efforts – both in our top and bottom line.“

Mr. Yevgeny Myshalov, Managing Director, Olympic Hotel Sochi (Sochi, Russia)



„**Gransier & Associates** provided us with the right information, at the right time to interpretate the potential of our hotels. Their approach, experience, and analysis have allowed us to capture new business opportunities.“

Mr. Martin Melisko, Board Member, CE Invest (Bratislava, Slovakia)



“**Gransier & Associates** is an hotelier specialist, thinking and acting as a property owner. They know what it takes to plan, structure, and implement hotel services at a profit; including a return on investment on real-estate.“

Mr. Evgeny Kaplun, CEO, Sochi Plaza Hotel, (Sochi, Russia)

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CONTACT US



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Send us an e-mail: **info@gransier.com**



Further information of our services can be found on **www.gransier.com**