



Turn Empty Rooms into Assured Revenue

A PerformanceLed Sales Partnership for Independent & Stand1Alone Hotels

Aligned Incentives. Real Sales. Proven Hospitality Operators

We don't charge you to sell dreams & we earn only when you earn . This is a fundamental shift from traditional consulting models where fees are collected regardless of results.

Our approach represents a **low risk, performance driven sales and revenue partnership** designed specifically for standalone hotels, boutique properties, and hotels facing distressed room or banquet sales. We shoulder the sales burden while you focus on what you do best: delivering exceptional guest experiences.

Unlike traditional sales agencies that demand hefty retainers with no guarantee of results, our model creates true alignment. When your revenue grows, we grow. When rooms fill, we succeed together. This isn't theory & it's how we operate our own properties every single day.

Who We Are



We are **hotel owners and operators** 4 not consultants sitting in boardrooms theorizing about hospitality. We live and breathe the same challenges you face every day.

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Operating Hotels

Active properties under management

350+

Room Inventory

Under direct daily management

45+

Years Experience

Hands1on hospitality expertise

Corporate & MICE Network

Deep relationships with corporate travel managers, HR teams, and MICE planners across industries

Travel Agent Ecosystem

Established partnerships with national and international travel agents driving consistent FIT and group business

Distribution Mastery

Strategic connections with OTAs and alternative distribution partners for optimized channel performance

In-House Sales Team

Proven professionals with national and international reach delivering results daily

We understand sales from the owner's chair 4 because we sit there ourselves. Every strategy we propose, every tactic we deploy, we've tested and validated in our own operations.

The Problem We Solve

Most independent hotels struggle not because of product quality 4 their rooms are beautiful, their s ervice exceptional, their locations desirable. The real issue is **distribution, visibility, and consistent sales effort**.

We've seen this pattern repeat across dozens of properties. Talented hoteliers who excel at operations find themselves trapped in a revenue plateau, unable to break through to the next level of performance.

Common Challenges We See:

Distressed Inventory

Rooms going unsold night after night, forcing heavy discounting that erodes brand value and future rate integrity

Underperforming Banquets & MICE

Beautiful event spaces sitting idle while competitors capture corporate meetings, conferences, and social events

OTA Over-Dependence

Excessive reliance on third1party platforms eating 15125% of revenue while failing to build direct relationships

No Corporate Sales Engine

Missing the structured outreach, relationship building, and contract negotiations required for consistent B2B revenue

High Fixed Sales Costs

Unable to justify or sustain full1time sales personnel with their salaries, travel expenses, and inevitable attrition

Revenue Partnership Model

We act as your **extended sales arm**, seamlessly integrating with your operation while working on a **minimal retainer + success1based fee model** that ensures our interests are completely aligned with yours.

This isn't a consulting engagement where we deliver a report and disappear. We're in the trenches with you, making calls, closing deals, and celebrating every booking together. Our team becomes your team.

What Makes This Different?



Minimal Fixed Cost

Low retainer that's adjusted against initial success fees, eliminating double cost burden



Performance-Linked Earnings

We earn based on actual revenue generated, not promises or projections



Skin in the Game

Our success is directly tied to your success 4 no results means no fees



Aligned Incentives

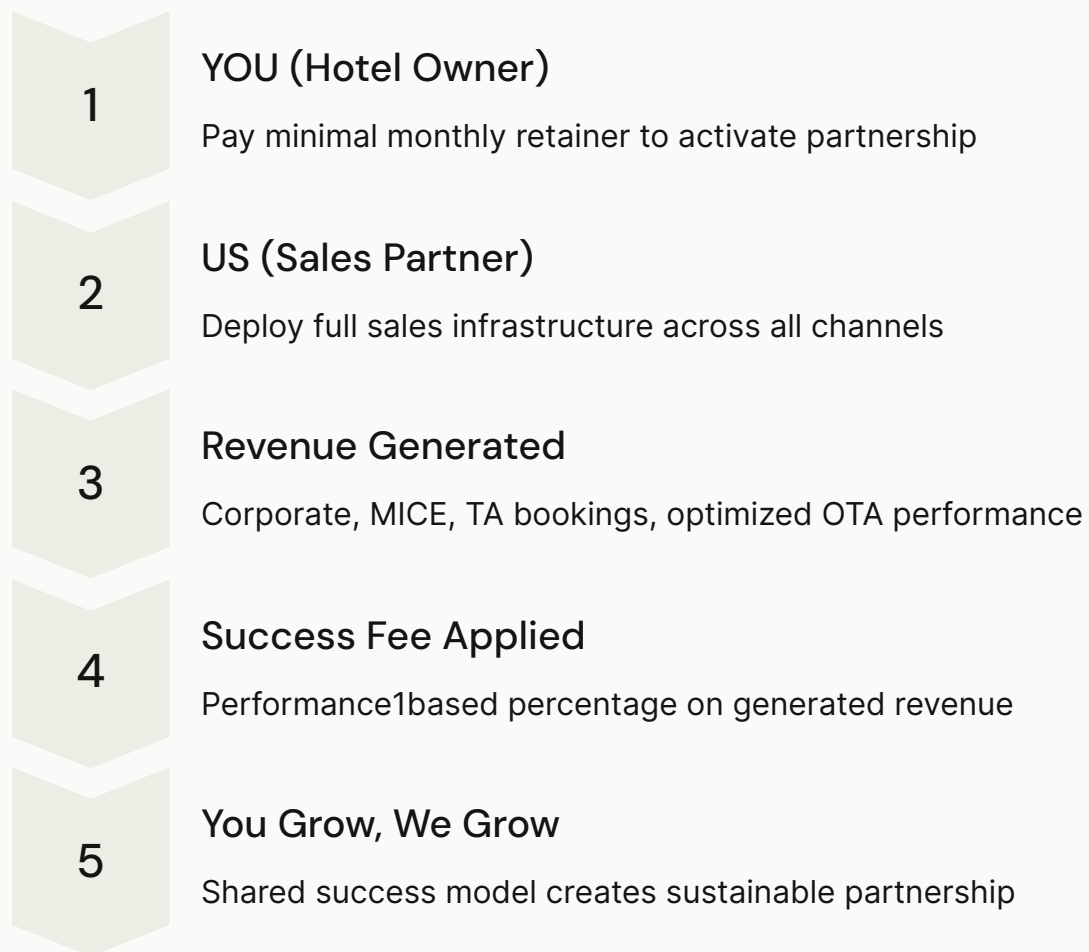
Both parties focused on sustainable, quality revenue growth rather than short1term gains



📄 **Risk Reversal:** Traditional sales models force you to pay whether results materialize or not. Our model flips that equation 4 your risk is minimized while our accountability is maximized.

How the Model Works

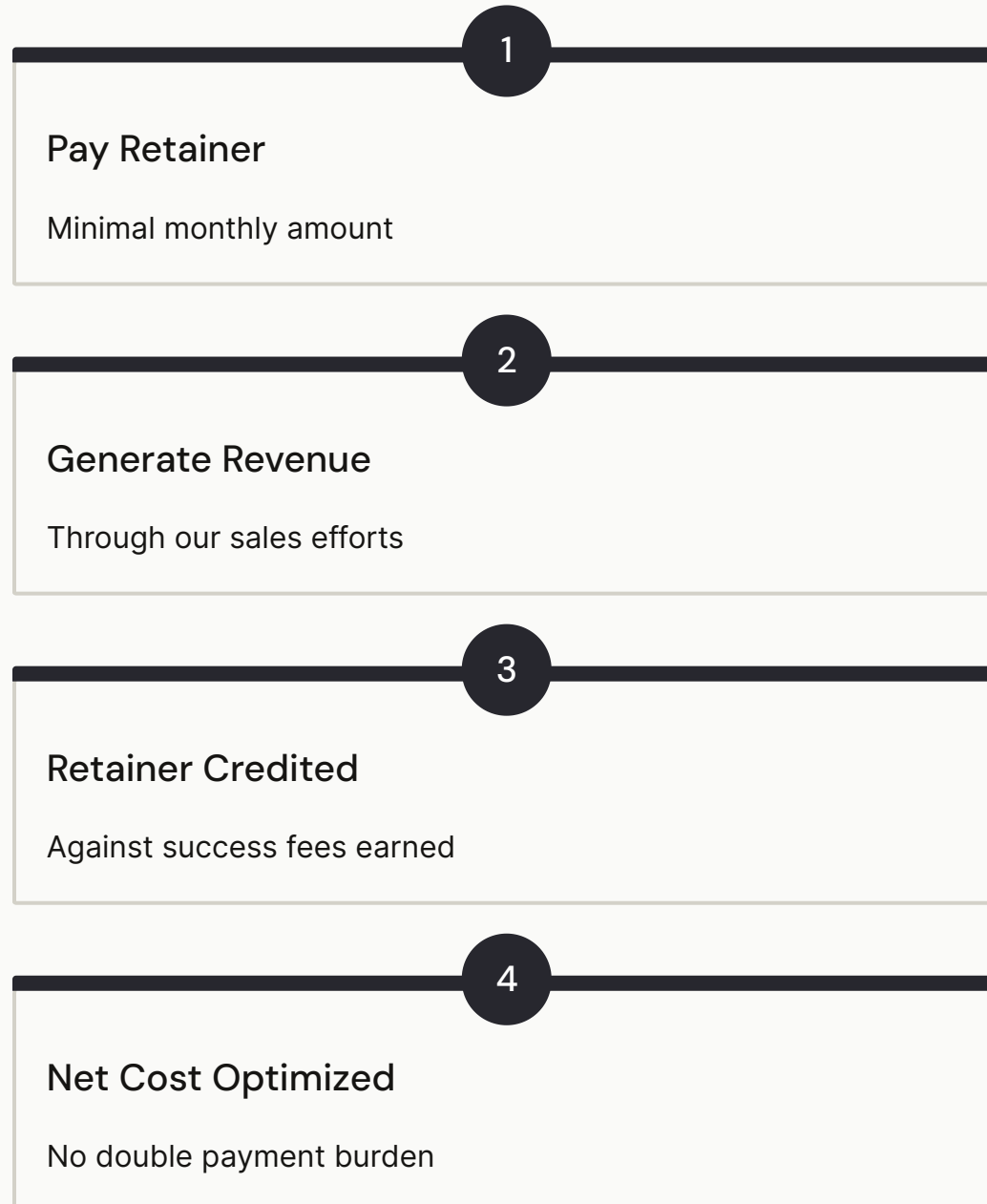
Understanding the financial mechanics of our partnership is crucial. We've designed this structure to be transparent, fair, and immediately beneficial to your bottom line.



The Retainer Adjustment Advantage

Here's where our model truly shines: the **retainer amount is adjusted against the initial success fee**, creating immediate financial benefit.

This means you're not paying twice the retainer functions as an advance that gets credited back, ensuring faster breakeven and immediate ROI focus.



Scope of Our Engagement

Our comprehensive sales partnership covers every revenue-generating channel in your hotel. We don't cherry-pick easy wins & we build a complete, sustainable sales ecosystem.



Corporate Sales Activation

- Immediate access to our existing corporate network spanning multiple industries
- Professional rate contracting and negotiation to secure favorable terms
- Corporate account onboarding with dedicated relationship management
- Long-stay and volume business acquisition for predictable revenue streams



Travel Agent & Tour Operator Sales

- National and international agent activation across established networks
- FIT (Free Independent Traveler) and group movement coordination
- Seasonal demand balancing to optimize occupancy year-round
- Strategic partnerships with high-volume tour operators



Banquet & MICE Revenue

- Corporate events including team buildings, training sessions, and offsites
- Social events from intimate gatherings to large celebrations
- Conferences and residential meetings with full accommodation
- Wedding and group enquiries where applicable to your property



OTA Strategy & Optimization

- Rate parity management and yield correction across all platforms
- Visibility and ranking improvement through strategic optimization
- Channel mix optimization to reduce dependency on any single source
- Eliminating the race-to-the-bottom discount trap while maintaining competitiveness

📄 **Complete Coverage:** From the moment we begin, every potential revenue channel is activated. No gradual ramp-up, no testing phases & we hit the ground running with full deployment.

What We Do vs What You Do

Crystal1clear division of responsibilities ensures smooth operations and allows everyone to focus on their core strengths. You remain in complete control of your property while we handle the commercial engine.

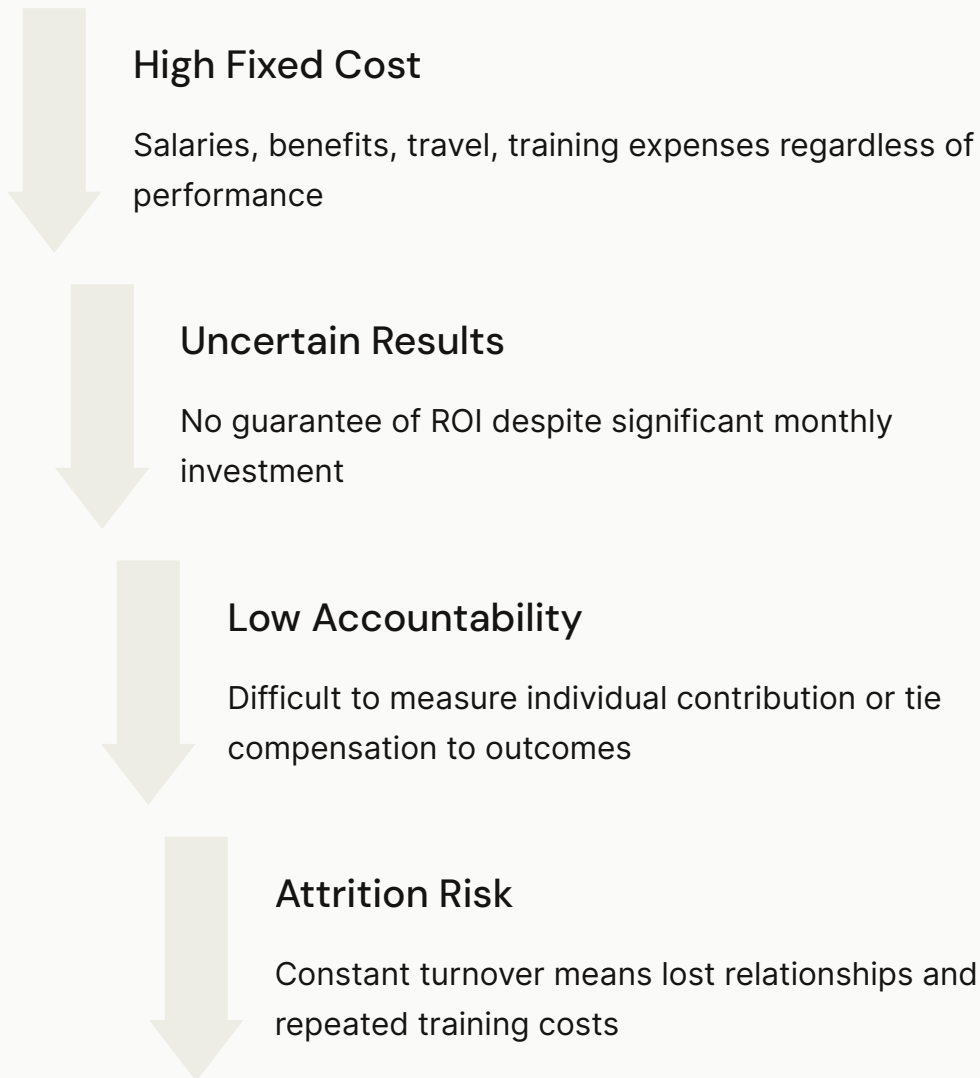
Area	You Focus On	We Handle
Daily Operations	✓	
Guest Experience	✓	
Product Quality	✓	
Property Maintenance	✓	
Staff Management	✓	
Corporate Sales		✓
TA & Distribution		✓
MICE & Banquets		✓
OTA Strategy		✓
Rate Negotiation		✓
Channel Management		✓
Sales Team Management		✓

This clear separation means you can pour your energy into what makes your hotel special 4 the guest experience, the product quality, the operational excellence 4 while we build the revenue engine that keeps your rooms full and your banquet halls buzzing.

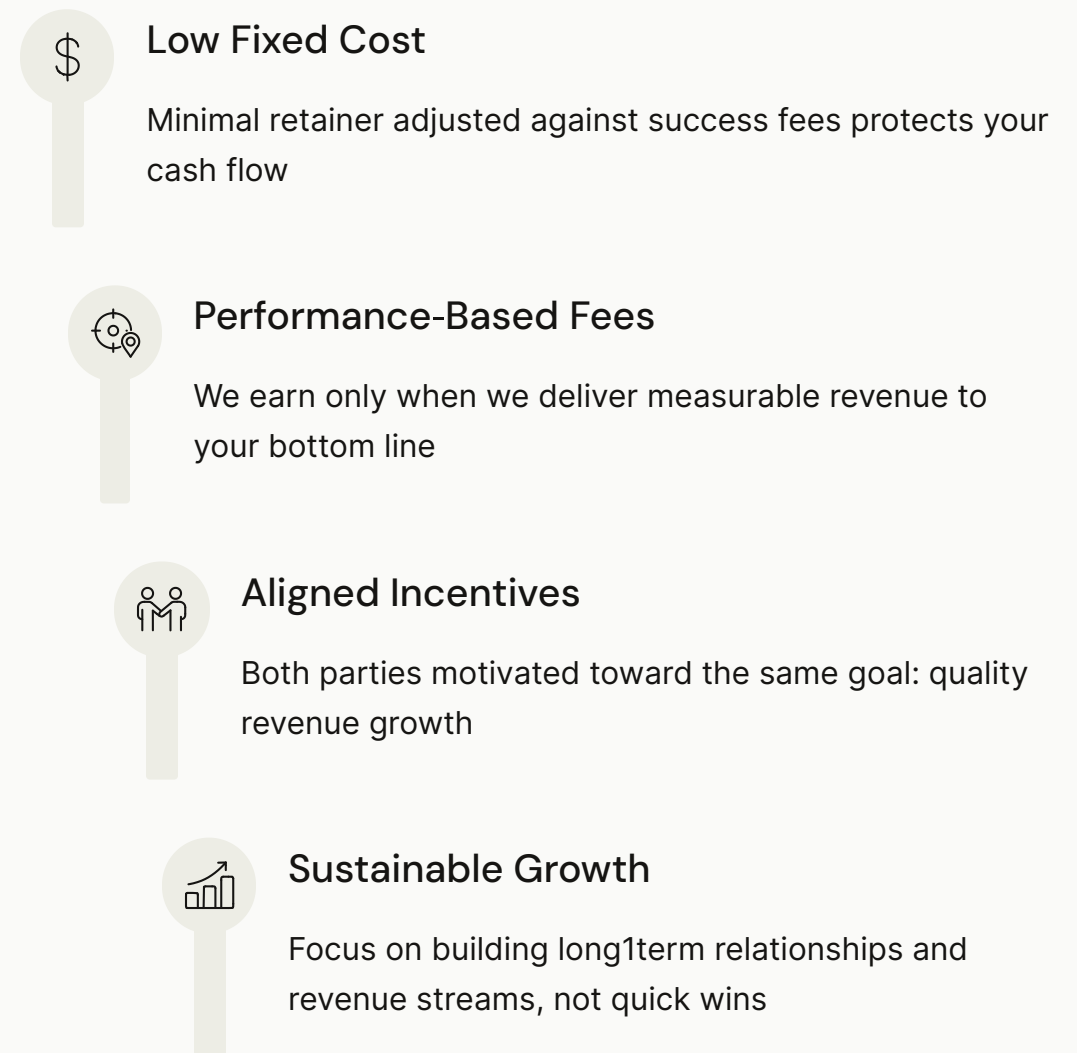
Why This Model Works

The contrast between traditional sales models and our revenue partnership approach reveals why so many independent hotels struggle and how we solve that fundamental misalignment.

Traditional Sales Model



Our Revenue Partnership Model



📌 **The Mathematics of Success:** When your incentive is a fixed salary, there's limited motivation to exceed targets. When your incentive is directly tied to performance, every additional booking matters. That difference drives extraordinary results.

Key Benefits to You (The Hotel Owner)

This partnership model delivers tangible, measurable advantages that directly impact your property's financial performance and operational efficiency. Here's what changes when you work with us:

Low Risk, High Accountability

We earn only when we deliver results. No empty promises, no excuses, no paying for effort without outcomes. Our compensation is directly tied to your revenue growth, creating the ultimate accountability structure.

Immediate Access to Mature Networks

No waiting period. No relationship-building lag. From day one, your property taps into our established networks of corporate clients, travel agents, and distribution partners — relationships we've built over 45+ years.

No Sales Team Overheads

Avoid the burden of salaries, benefits, travel expenses, training costs, and inevitable attrition risk. Our model eliminates the fixed cost structure that makes in-house sales teams prohibitively expensive for independent properties.

Faster Market Penetration

Plug into established national and international pipelines immediately. While competitors spend months or years building relationships, you're already receiving bookings from proven channels across multiple markets.

Better Yield, Not Just Occupancy

We focus on **quality revenue**, not distress selling. Our approach prioritizes sustainable rate integrity, optimal channel mix, and profitable business segments — ensuring your ADR grows alongside occupancy.

Strategic Partnership Mindset

This isn't a vendor relationship — it's a true partnership where we share both the risks and rewards. Our operational experience as hotel owners means we understand your challenges intimately and approach every decision as if it were our own property.

The Bottom Line: Independent hotels deserve the same sales firepower as major chains, without the overhead burden. Our revenue partnership model delivers exactly that — enterprise-level sales capability with startup-level risk. Your empty rooms become assured revenue, and we grow together.

Future Secured.

Our Revenue Partnership Model is more than just a service; it's a commitment to your sustained success. We turn potential into profit, ensuring your property thrives in a competitive market without compromising your operational autonomy or financial stability.



Assured Income

Convert your empty rooms and underutilized spaces into predictable, sustainable revenue streams.



Aligned Incentives

Our success is directly tied to yours, fostering a true partnership focused on mutual growth and profitability.



Risk-Free Growth

Leverage our extensive networks and expertise without the burden of high fixed costs or operational overheads.

Let's build a prosperous future for your property, together.