



## Practical Strategies to Maximize Profits

**Fact:** Every property has the potential for higher revenue.

▶ **75%** of every incremental dollar flows directly to your bottom line!  
**Wouldn't you like to earn more?**

At a **10%** Cap Rate, an additional **\$10K** on the bottom line ▶ **\$100K** in asset value.

At RevMAX, our goal is to help you leverage your hotel assets to maximize returns and flow-through contributions.

### How?

Unlock highly profitable incremental revenues with:

- intuitive and practical tools
- hands-on customized solutions
- creative and affordable responses for your market

*"RevMAX Hospitality helped us identify strategies, developed customized tools and mobilized our team to embrace and implement these new solutions. The result of these changes has been a **substantial increase in top-line revenues** with high flow-through contributions."*

▶ Owner, Monarch Hotels, WV

*"Nagib has a unique combination of **instinctual talent, creativity, knowledge and experience** that leads to his ability to generate revenue producing projects. I have personally experienced the true value he brings to Hotel Owners and Operators through project specific **innovative ideas and careful guidance.**"*

▶ President, Design Force Corporation, CO

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# RevMAX Hospitality Consulting Services



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## ► Profit Maximization *Operational Efficiencies*

Operational efficiencies must be process-driven with predictable results.

- Is your hotel operating at industry standard levels of efficiency, or better?
- Do you have benchmark productivity levels? Can you measure incremental efficiency?

**RevMAX will help drive efficiencies. When departments have clear goals, efficiency becomes the engrained result.**

## ► Sustainability & Stabilization *Retention & Growth Through Innovation*

Real value is based on long term, sustainable profitability.

We will:

- Improve guest retention.
- Grow sales through practical strategies.
- Build user-friendly budgets with you, which you and your departments can work with.
- Empower your teams to maximize profitability.

**At RevMAX, we have effective tools and methodologies to help you identify and implement appropriate strategies for your hotels.**

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## Consider:

### ► Design & Development *Strategic Positioning*

If you are already operating a hotel:

- How is your offering distinctive from your competitors?
- Do you market to niche segments?

If you are in the design phase:

- Can you build in design advantages attractive to the markets you want?
- What features could help level off seasonal variances?

**Changes do not have to be expensive. Affordable and creative techniques can have transformational results.**

### ► Revenue Optimization *Rate Management & Competitor Assessment*

Optimizing rate offers high flow-through revenues.

However, growing ADR is very much more than raising rate.

- Is your inventory partitioned to maximize revenue for maximum profitability?
- Is your account base strategically positioned on rate to maximize revenue?

**RevMAX will help you with the optimal combination of product mix and rate strategy plus provide team training.**



### ► Revenue Maximization *Sales & Channel Distribution*

By design, your sales force should be the strategic tool that deliberately and effectively targets your market of choice.

- What is the optimal market segment blend for you?
- Do you have clear targets and measureable results?

Channel Distribution: over 60% of travel originates with an electronic search.

- Are you taking advantage of this 24/7 channel?
- What targeted opportunity does this channel present?

For your other distribution channels – GDS, host, voice reservations, amongst others:

- Are they optimized for maximum revenue contribution?
- Front Desk – is your team honed to deliver results?

**RevMAX provides the tactical tools and the training to ensure these channels perform for you.**