



Company Overview:

Partners Rajesh Shendge, Michael Ware and Ash Patel founded SAP Hotels, LLC in 2010 to provide real world solutions to hotel owners that increase a hotels top line revenue and improve bottom line profit.

Corporate Team:

The SAP Corporate Team has over 75 years of combined hotel experience to provide SAP clients with the professional expectations and best practices in hotel operations and sales. The SAP Team are educated and experienced in the fields of: operations, cost controls, sales and marketing, accounting and finance. To learn more about the team visit www.saphotels.com.

Company Information:

Operations and cost controls starts with a line item budget for each client properties. With this individualized and customized "plan" SAP Hotels can best manage an owner(s) asset. The budget allows SAP to measure Top Line Revenue, Gross Operating Profit and Net Operating Income. SAP Hotels provides hands on training to all management teams and line level employees. SAP's instruction empowers and engages all staff to take personal pride and interest in improving the hotels performance. In addition, SAP Hotels outlines Detailed Standard Operating Procedures to include: preventative maintenance, cash handling, customer service and an energy policy that produce tangible savings without sacrificing guest satisfaction.

Sales and marketing is more than just collateral and answering RFP's. SAP Hotels perform market research and market outreach and develop a creative and measurable sales and marketing plan. The marketing plan when executed enables SAP managed hotels additional Corporate Locally Negotiated Accounts and Groups. SAP Hotels provides extensive sales training to a full time sales staff or a part time sales staff to enable them to penetrate the market and gain additional top line revenue for the property. SAP Hotels believes that a proactive sales approach produces results in both good and challenging economies.

Accounting and finance is how SAP Hotels measures the success of managed hotel properties. The budget is the plan of how the hotel is managed; the Profit and Loss Statement is the "measuring stick" on profitability. In addition to the Profit and Loss Statement, a daily "Flash Report" is produced which measures on a daily basis the hotel performance to top line revenue, labor controls and costs per occupied room of the expenses.

SAP Hotels, LLC is not only a top hospitality management company, but one of the fastest growing hotel Management Companies in the Midwestern United States. SAP Hotels, LLC has been named one of the top third-party hotel management companies in 2012, 2013, and 2014 by Hotel Management.

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SAP Hotels LLC

We Specialize In:

- Top Line Revenue Generation
- Outside Sales Calls
- Client Growth and Retention
- Group Contracts and Policies
- Brand Website Review and Content Improvement
- LNR Tracking
- Teleprospecting Sales Services
- Customer Satisfaction Score Improvement Plans
- Q/A Assistance, Improvement
- Renovation/PIP Management
- Brand Relations
- Online Review Management
- Social Media Marketing
- E-Commerce
- Optimization and Web Placement
- Quality Assurance Calls & Audits
- Cost Controls
- Gross Operating Profit Improvement
- Net Operating Income Improvement
- Payroll Auditing
- Human Resources
- Staff Evaluation, Training
- Customer Service Training
- City & State Inspection Compliance Support
- Loan Modification
- Distressed Property Assistance
- Property Tax Analysis & Support
- Rate Management
- 3rd Party Website Penetration
- REVPAR, Market Share Improvement
- Construction and Product Management

SAP Hospitality Management

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Do I Need a Hotel & Motel Management Company?

It is one of the most important decisions that any hotel owner has to make. Should Owners run their hotel themselves or through their own organization, or should they employ the services of a professional hotel management company?

The answer to the question lies in the experience level and amount of time that can be allotted to the management of the property.

Execution in time where time is money...

In the highly complex world of the hotel business today, there is no room for error. Competition is fierce. Costs are rising. Recruiting and retaining quality employees is harder than ever. There are literally hundreds of critical decisions and details that have to be attended to in a successful operation each and every day. Sales and Marketing Decisions, Human Resource issues, Operational questions. Franchise rules. Accounting glitches. These details and decisions take lots of time and thought.

Time is money. As a full-service Hotel & Motel Management Company, SAP Hospitality Services leverages time for hotel owners by taking care of the day-to-day details of management at their hotels. This allows them to concentrate on the things that are more important in their lives.

Additionally, many of the decisions have expensive repercussions if they are not made correctly in timely fashion. Our seasoned experience has provided the peace of mind that our client hotel owners need about their hotel investment decisions.

Our mission is to maximize the return on investment for our client hotel investments through professional leadership, solid operations, aggressive sales and marketing, content and well-trained employees delivering excellent guest service, back-to-basics operations and timely financial information.

If you see Return on investment and Increasing asset value for your property by team of professionals

The Answer is Yes .



SAP Hotels Is
Ranked a Top
100 Management
Company in
2011, 2012 &
2013

Distressed Property Support

Distressed assets require both quick action and a steady hand, often revenue is short of expectations and cost controls are non-existent. SAP Hospitality's 50 years of experience in good times and bad combined with a hands on approach to management can bring the hotel back on the right track. The mortgage will be paid and the selling price will be satisfactory to the owner or institution.

SAP Hospitality has been here before; Chief Marketing Officer Michael Ware worked for Remington Hotels when they procured a number of hotels from the RTC during early 90's. This first hand knowledge of minimal expenditures and aggressive, proactive sales will still be successful in today's tough economy.

SAP Hospitality will:

- Be at a property within 24 hours to evaluate and implement a property improvement plan ASAP.
- Install cost controls, implement a budget that reflects the current revenue of the hotel and ensure top line revenue starts flowing to the bottom line.
- Implement a proactive sales effort, focusing on outside sales delivering additional negotiated accounts and group revenue. An aggressive outside sales effort is the most cost effective way to increase revenue.
- Begin guest service training; if the asset is not top physical condition, customer service can overcome this drawback.
- Foster brand relations, during turbulent times, including bankruptcy and receivership, ensuring the brand standards are being followed and updating the property's brand representative can ensure the asset's flag stays out of jeopardy.
- Employ, centralized accounting, SAP will provide daily flash reports monthly Profit and Loss statements so all revenue and costs are accounted for.
- Increase, market share, ensuring the asset is gaining market share versus the competitive set.
- Utilize our network of hotel brokers to assist in the sale of the asset.

Please contact SAP Hospitality to learn how we can help turn around a troubled asset, email us at info@saphotels.com or call us at 419-834-9636.

Social Media For Hotels: A Powerful Opportunity

In today's world hotels cannot afford to ignore social media which is a minimal cost and low effort way to bring more profit to the bottom line. We at SAP Hospitality understand social media trends and techniques to boost your hotels exposure to the next level.

Social Media will open several additional direct booking forms for your hotel which in return will increase ADR, REV PAR, and Occupancy. With increased technology available at the palm of your hand more and more hotel guests are using social media to help decide lodging and book reservations. As a hotel owner you are missing out on more and more income by not taking part in Social Media or if you have social media accounts created by not monitoring or utilizing them correctly.

We at SAP Hospitality Management can assist your hotel with the following:

- Online Branding
- Building & Managing Online Reputation
- Serving Customer Better
- Capturing Direct Bookings
- Increasing Exposure

Whether you're a large or small hotel we will customize a social media strategy guide specific to your hotel and your needs that is simple enough for your hotel staff to manage on a day to day basis. Plus have the added support of our online reputation management program to monitor and lead your social media efforts.

Hotels big and small, luxury and economy, independent and chain are coming to grips with the new age social media consumer. Don't let your hotel be left behind, contact SAP Hotels for information on bringing your hotel increased income with social media.





SAP Hotels LLC



Revenue Generation:

- Property Specific Website for Online Reservations
- Travel Agent Integration (GDS) with National Account Bidding Capabilities
- 3rd Party Booking Strategies to Achieve the Maximum Rev Par (Expedia)
- Direct Sales Efforts to Shift Market Share & Target New LNR & Group
- Smith Travel Resources (STR) Rating Improvement Plans
- Frequent Traveler Program with Rewards

Cost Controls/Operational Support:

- Improvement and Stabilization of CPOR (Cost Per Occupied Room)
- Purchasing Power with our Preferred Vendor Accounts
- Payroll Auditing – Labor Control & Human Resources
- Utility Cost Review to Locate Areas of Savings & Lower Costs
- Manager Training & Tools to Bring More Down to the Bottom Line.

Social Media/Reputation Management:

- Social Media Marketing Best Practices & Optimization (Facebook)
- TripAdvisor & Other Review Sites Positive Review Generation Techniques
- Gain Local Market Share with our Web Review Audits

Capital/Ownership Needs:

- Property Tax
- Loan Modification
- Affordable Healthcare (Obama Care) Compliance
- Distressed Property Assistance
- City & State Compliances

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Revenue Maximization:

- Extensive and Proprietary Sales Training Programs
- Direct Sales Efforts to Shift Market Share & Target New LNR and Group Accounts
- RFP/Business Cases/Global Accounts/E-Marketing
- Smith Travel Research (STR) Index Improvement Plans
- Targeted Sales Blitz Followed by Open House/Site Tours
- Effective use of Hotelligence, Hoovers, Market Vision, & Dodge Report
- Preparation of Revenue & Expense Budget

Cost Controls/Operational Support:

- Effective Rate Strategy with Efficient Cost Control to Maximize Flow Through Percentage
- Improvement and Stabilization of CPOR (Cost Per Occupied Room)
- Payroll Auditing – Labor Control & Human Resources
- Utility Cost Review to Locate Areas of Savings & Lower Costs
- Manager Training & Tools for improved GOP & NOI.

Social Media/Reputation Management:

- Social Media Marketing Best Practices & Optimization
- TripAdvisor & Other Review Sites Positive Review Generation Techniques
- Gain Local Market Share with our Weekly Web Review Sessions

Capital/Investor Needs:

- Quality Control Services & Safety Audits
- Property Improvement Plan Support (PIP)
- Franchisor Relations
- Loan Modification, City & State Compliances, and Property Tax

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