



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

Top Line Revenue & Bottom Line Profits

### **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

Contact Us for a Free Hotel Assessment at (419) 834-9636 or [info@saphotels.com](mailto:info@saphotels.com)  
Visit us online at [www.saphotels.com](http://www.saphotels.com) for more details.