



Welcome to *IPD* Hospitality

“Creating a culture and environment that will promote positive associate morale, enhance guest satisfaction and drive desired profitability in all of our hotel assets.”



IPD Hospitality, Inc. is a premier full-service hotel management and consulting company located in Atlanta, Georgia, and Indianapolis, Indiana. Our specialized services include operations, development, sales and marketing, revenue management and accounting. IPD Hospitality combines the talents of hospitality veterans to manage hospitality assets including Hotels, Motels, Restaurants, and Campgrounds around the United States.



Operations

As a leader in the hotel management arena, IPD Hospitality has developed a results-driven operations strategy. Working directly on the owner's behalf, IPD realizes how important it is to run efficient operating margins. That is why every annual business plan includes:

- ✓ Payroll Standards
- ✓ Corporate Controlled Purchasing
- ✓ Preventive Maintenance Schedules
- ✓ Training Programs for all Departments
- ✓ Comprehensive Capital Plan for Renovations

The entire plan is delivered to ownership for its review and approval. Our goal is to maximize value and your return on investment. Cost controls, labor controls, training, proper systems, and reporting are the keys to a successful IPD managed property.

Revenue Management

Taking revenue management to the next level, our team implements brand specific strategies that have a significant and positive impact on the bottom line results. Our revenue team meets all certification requirements as dictated by each brand within our portfolio. Services include:

- ✓ Daily Revenue Management Support
- ✓ Rate Strategy
- ✓ Bi-weekly Strategy Calls
- ✓ Special Event Management
- ✓ Yield Management and Analysis of Pricing and Fences
- ✓ STR Analysis
- ✓ OTA Management
- ✓ Market Segment Reporting and Analysis
- ✓ Budgeting and Forecasting

In the end, our strategies steer all efforts toward the goals of enhancing every department's bottom line.





Sales & Marketing

IPD Hospitality's focus on sales and marketing efforts increase RevPar and drives profitability to outperform the competition. Our forward-thinking approach to sales and marketing delivers maximum revenue and market share results.

With a seasoned and highly motivated team, IPD works with the general managers and sales managers to create a sales-focused culture. Regular property visits keep our corporate staff connected and engaged with our employees. Our team constantly monitors:

- ✓ Production
- ✓ Pace
- ✓ Revenue Reports
- ✓ Sales Call Productivity

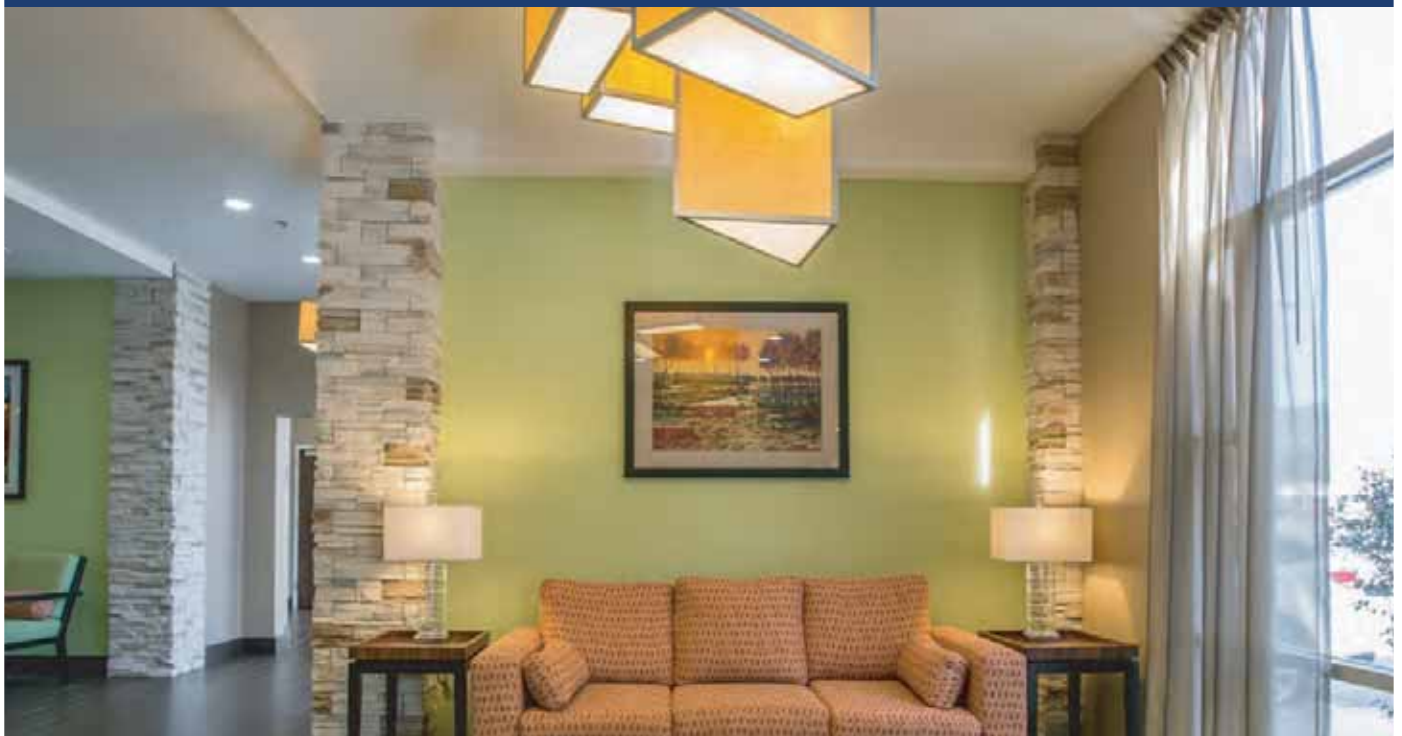
IPD Hospitality is committed to ongoing training throughout the year to ensure that our sales professionals have the tools, knowledge, drive, and commitment to be the very best.

Development

Through the experience of IPD's hospitality professionals, our company specializes in taking a hotel project from site selection to grand opening.

Our comprehensive plan for hotel development includes:

- ✓ Site Selection
- ✓ Feasibility Studies
- ✓ Architectural Review
- ✓ Interior Design
- ✓ Franchise Selection
- ✓ Franchise Specifications
- ✓ Pre-opening Marketing
- ✓ Staff Training





Accounting

IPD Hospitality's experienced accounting staff customizes an accounting program for each property that will fit ownership needs. Internal controls ensure that all of our hotels are operating cost-effectively with the highest profitability.

Accounting services include:

- ✓ Centralized Accounting
- ✓ Detailed Financial Reports
- ✓ Daily, Weekly & Monthly Reporting
- ✓ Annual Budgeting
- ✓ Centralized Purchasing
- ✓ Payroll Services
- ✓ Accounts Payable & Accounts Receivable Processing

Design & Construction

Design and Construction success starts with the right team. IPD Hospitality has completed over \$100 million in repositioned and new construction projects. Our in-house project team provides everything needed for the completion of the quality renovation and new construction properties.

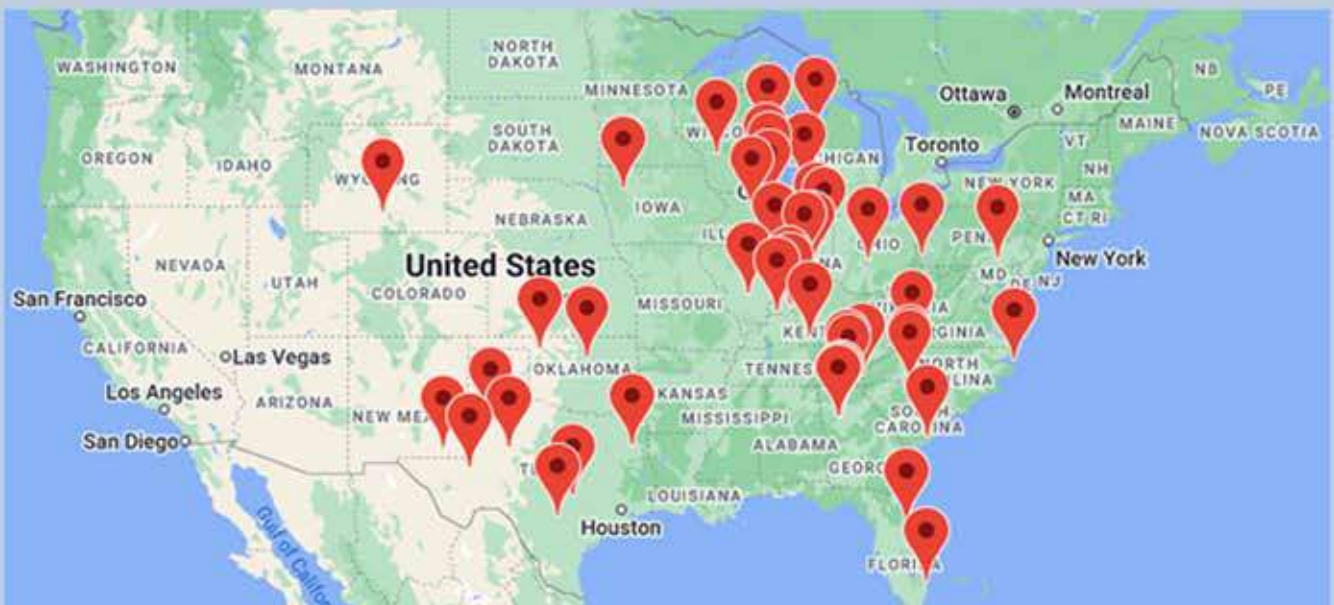
Services

- ✓ Budgeting and Cost Analysis for Architecture, Engineering, Interior Design and Construction
- ✓ Brand Communications, Negotiations, and Submittals
- ✓ Interior Design and Furniture, Fixture, and Equipment services and consulting
- ✓ Planning and staging for all contractors and materials
- ✓ Warehousing and Logistics
- ✓ Hands-on Construction Management

Our Portfolio



Our Locations



Contact Us

IPD Hospitality

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www.ipdhospitality.com

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