



LEGACY HOSPITALITY ADVISORS MANAGEMENT SUPPORT CONTRACT
SERVICES & RESOURCES INCLUDED:

Services & Analysis:

Initial Strategic/SWOT & Demographic Analysis: "Where you are; Where you can be; How to get there"
Analysis based on our proprietary "Hundreds of Ways to Save Costs in a Hotel/Restaurant" database
Unlimited phone consultations for the first 90 days; Monthly 60 minute phone consultation thereafter
Unlimited Email or "trouble ticket" "Support-Concierge" consultation on demand
Monthly hospitality/training presentation, seminar or "spitball" session for selected staff
Organization of your own annual conference and employee awards ceremony (you supply food, space, awards!)
Extensive (+2500 slide-pages) online Knowledgebase of hospitality information & Std. Operating Procedures
Online Forum for training, questions, comments
Monthly review of income statement & STR Reports
Initial & Quarterly informal CPA review of income statement & STR Reports (*This can result in informal suggestions, but may not be considered formal legal or financial advice. It must not replace the services of your own accountant, tax advisor or attorney as LHA cannot provide formal legal or accounting services!*)
Custom Website w/ Free Online Booking Engine if allowed by your franchise
(Bookings made thru this website have no commissions due)
Reduced fee after the first full year of support

Personnel/Wages Analysis:

Suggested Staff/Wages Restructuring Worksheet, as appropriate
Consulting on Hiring/Training of personnel including GM, Asst. or Rooms Dept Mgr, F&B Mgr, Sales Mgr, in-house maintenance, landscaping, "housemen" personnel; suggestions for interviews of housekeeping/front-desk staff
Assistance w/ employee incentives setup
Advice on hotel provisioning, sources, etc.
Consulting on choice, implementation & integration of property mgt. software, POS system & tablets
Deep Discount on full-service proprietary, but affordable, property mgt software.
Analysis of guest comments regarding infrastructure to generate update/rehab suggestions
Analysis of infrastructure & utility/energy use to project economics of potential "greening" options
Costing of most efficient "greening" options & most appropriate of our +50 Green Guidelines
Integration of Franchise PIP w/ AAA/greening/updating budget w/ suggested pricing & best-price source ideas
Analysis of Rooms and F&B Costs; Suggestions for Savings Measures
Suggestions for Breakfast Menu Alternatives & Menu Savings
Revenue Mgt Software & instruction on use (Monthly fee included)
Analysis of current marketing costs; suggestions for savings/alternatives
Analysis of franchise sales;
Assistance in development of strategies to bring more sales in-house
AAA Application Assistance

Employee Policies & Procedures Manuals, customized as appropriate:

General Employee Handbook; attorney reviewed
Safety/Fire-Safety Standard Operating Procedures (SOP);
(*Above manuals apply to entire staff*)
Manager-on-Duty SOP
Front Desk SOP
Housekeeping SOP
Maintenance SOP
Breakfast/F& SOP
Sales/Marketing SOP

REFERENCES/RESOURCES:

PRINT MEDIA:

Hotel Management; F&B Management

>100+ Hotel Management/Operations Checklists
>F&B Operations Checklists
>Bedbug Handbook
>Hospitality Trends & Global Insights
>Hotel Funding & Analysis Notes
>F&B Operations Checklists
>Menu Alternatives for Breakfast

- >Housekeeping Guide
- >Learning About Linens
- >Book: Front Office Management
- >Book: Hotel Management & Operations
- >Book: How to Run a Great Hotel
- >Book: Intro. to Hospitality Management
- >Book: Principles-of-Managerial-Finance

Property Infrastructure Mgt. including Upgrading/Updating:

- >+50 Green Guidelines
- >Managing a Hotel Renovation to Minimize Guest Inconvenience and Loss of Revenue
- >Rehab, Repositioning Strategies, general ideas
- >Effects of Major Renovations on Mkt Penetration
- >Best Practices Guide, energy efficient integration in hotels
- >Energy efficient refurbishment of hotels and guesthouses
- >The Mobile Revolution is Here: Cornell White Paper
- >Hospitality Going Green
- >ADA Update: Primer. for Small Business
- >Hotel Rehab Estimating Guide
- >AAA Diamond/Rating Guidelines

Personnel/Service Management & Training:

- >Assistant Cook Learner Guide
 - >Hospitality Learner Guide
 - >Waiter Learner Guide
 - >Hotel Job Descriptions
 - >Book: Supervision in the Hospitality Industry
- Training Guides:
- >Customer Service Training Guide
 - >Guest Services Training Orientation Checklist

Revenue Management, Competitive Analysis:

- >How to Read a STR Report
- >Intro. to Revenue Management
- >Hotel Revenue Mgt. Whitepaper
- >Hotel Revenue Management - AH&LA
- >Revenue Management -- HOSPA
- >Rev. Mgt - RevPAR Guru
- >Thumbnail Analysis of Hotel Reviews

Website/Online-Services/Sales-Marketing:

- >50 Tips to Increase Online Bookings
- >Increasing Direct Online Bookings vs via OTA's
- >Distribution Channel Analysis: a Guide for Hotels
- >Hotels & Social Media: Guide for Getting Started
- >Smart Phones & Social Media
- >Guides for using Twitter, Facebook, Google for marketing
- >Budgeting for Digital Social Media

Tools, Health & Safety:

- Folding digital temperature probe
- Non-contact temperature gun/probe
- 2 x Digital refrigerator/freezer thermometers
- LED UV light & safety glasses (check for pet accidents, human proteins on linens, etc)

EMPLOYEE CERTIFICATIONS/COURSES:

- Up to 10 START Certified Courses for Front Desk &/or Room Attendant Staff
- Up to 5 Certifications for OSH Housekeeping Safety Course
- Up to 5 START Certifications, & equal # of "ServSafe" Food/Alcohol Safety Certifications for F&B Staff
- Up to 2 ServSafe Certifications for Managers (1 Food; 1 Alcohol)
- Up to 2 LHA Certifications for FEMA Courses: Fundamentals of Emergency Mgt & Workplace Security Awareness
- First Aid, CPR & AED training for key personnel & personnel having direct contact with the public
- 1 x Certified Hotel Owner course & certificate (Certified Hotel Administrator course is \$150 additional)
- 1 x Diploma in Hospitality Mgt or Advanced Diploma in Tourism and Hospitality Mgt (free; 1 certificate cost included)
- 1 x How to use TripAdvisor to grow your hotel & travel business
- 1 x Online Reputation Management For Hotels

Other Allison Courses Available Online: (No chg, but cost of 1 certificate, for successful completion, included)

Basic English for Hospitality & Tourism
Customer Service Training
Food Hygiene
Financial Accounting Basics
Revenue Mgt.

VIDEOS REFERENCE MATERIAL:

10 Top Hotel Mgt. Tips
50 Reasons for Unhappy Guests
5 Ways for a Waiter to Lose Their Tip
Basic Cleaning Techniques
Basic Towel Folding (3 Parts)
Bathroom Cleaning in 3 1/2 minutes
Bed making, Fast!
Bed making in 4 minutes
Catering Room Take Setup
Control Your Food Cost & Beat Competitors (2 parts)
Creating a Successful Hotel
Customer Service Secrets, Richard Branson
Dealing with Angry Customers, 6 Suggestions
Food & Beverage Service Training
Food & Beverage Operations Management
Food Preparation Standards Training
Front Office Operation, Introduction
Front Office Operations Training
Great Front Desk Customer Service
Hospitality Marketing (6 Parts)
Hotel E-Commerce in 12 Steps (4 Parts)
Hotel Social Media Tips
Housekeeping Management Training
Housekeeping Safety
Menu Profit Analysis
Perfecting Customer Service (2 Parts)
Reading a STR (Star) Report, for beginners
Revenue (Room Price) Management, Introduction
Room Inspection, Step by Step (5 Parts)
Telephone Skills, "Courtesy Rules"

Services Available at Additional Cost:

Onsite PIP/rehab/updating supervision
ATP hand-held biohazard meter (for checking for bacteria, etc, on surfaces)
Additional certifications to the number, above, that are included at no cost
Full Diploma courses; other certificated training courses; or on-site staff training (for a minimum # enrollment) are available via Legacy Academy
Interior Design Consulting
Certified, full financial audits
Mortgage Financing &/or Capital Expense funding
Fully Integrated Property Mgt System (discounted!)
