

# The Independent Hotel

## Construction Crew Revenue Guide

*How to Find, Price, Sell, and Retain Construction Crew Business for Maximum Revenue With Minimum Operational Friction*

# \$97

### ONE-TIME INVESTMENT

Instant PDF delivery · 6 Complete Chapters

Pricing framework · Scripts · Quick Reference Sheet

**Unlimited internal use — one purchase covers your entire team**

## WHY CONSTRUCTION CREW BUSINESS CHANGES YOUR REVENUE PICTURE

### ◆ Zero OTA Commission

Every crew room night booked directly saves 15 to 20 percent OTA commission. On 20 rooms per week at \$100 ADR that is \$1,500 to \$2,000 per month staying in your pocket — permanently.

### ◆ Fills Your Weakest Nights

Crews work Monday through Friday. They fill Sunday through Thursday nights that most independent hotels struggle to fill. Weekend leisure demand stays completely untouched.

### ◆ Predictable and Recurring

A construction project lasts weeks or months. Once you have the booking the revenue repeats without any additional sales effort. No remarketing. No rate shopping. No OTA bidding.

### ◆ One Account = Major Revenue

A single crew account worth 15 room nights per week at \$90 net rate generates \$5,400 per month — \$64,800 per year. No commission. No platform fee. Direct to your bottom line.

### ◆ Built-In Referral Network

Project managers move from job to job. One satisfied superintendent recommends your hotel to the next project before he has even left your parking lot.

## WHAT'S INSIDE — ALL 6 CHAPTERS

0  
1

### Why Construction Crew Business Is the Best Revenue You Are Not Capturing

The revenue math, the OTA savings calculation, and why this segment outperforms every other weeknight source.

02

### How to Find Active Construction Projects in Your Market

Public permit databases, driving your market, LinkedIn prospecting, local GC relationships, and the AGC chapter strategy.

03

### How to Price Construction Crew Business — The Complete Framework

Four rate tiers with exact discount percentages, a fillable rate calculation table, what to always include, and the perks that win accounts over competitors.

04

### Limited Housekeeping Service — The Right Model for Crew Accounts

Three housekeeping models with labor saving percentages, the front desk check-in script, and room condition management.

05

### Closing the Account — The Pitch, the Agreement, and Payment

The word-for-word phone pitch, the 24-hour follow-up rule, nine items every crew agreement must cover, and how to set up invoice billing for corporate GC accounts.

06

### Retention — Keeping the Account and Growing It

The four retention drivers, the referral ask script, and the 60-day follow-up system that keeps your hotel on every project manager's short list.

#### PLUS — Print-Ready Quick Reference Sheet

The guide includes a one-page Quick Reference Sheet designed to post at the front desk. Rate structure, housekeeping options, the pitch script, and where to find projects — everything your team needs to quote and close a crew account in one place.

## WHO THIS IS FOR

- **Independent hotel owners** who want a proven system for capturing construction crew and corporate traveler business without hiring a sales manager.
- **General managers** looking to fill weeknight occupancy gaps with predictable, commission-free, recurring revenue.
- **Any property near an active construction market** in California with projects, infrastructure work, or commercial development happening within 15 miles.

## About Derek Lasiter

Derek Lasiter has 20 years of hands-on hotel operations experience across California — managing revenue, running sales, handling corporate and group accounts, and building the systems that help independent hotels compete. He founded Lasiter Edge to deliver those systems remotely to independent hotels that deserve them. Every strategy in this guide comes from real hotel experience, not theory.

**Ready to start capturing construction crew revenue at your hotel?**

Contact Derek directly to purchase. Payment via invoice or PayLink.  
PDF delivered by email within 24 hours of payment. One-time fee. No subscription.

📞 **209-566-3159** ✉ **derek@lasiteredge.com** ■ **www.lasiteredge.com**