



P: 214.446.8504
F: 214.824.3381
W: www.sevahos.com

3824 Cedar Springs Rd.
#801-7530 Dallas, TX 75219

Prayes Majmudar
President, Seva Hospitality Inc
214-498-4908
prayes.majmudar@sevahos.com

November 22, 2023

Dear Hiring Manager,

I am writing a letter of recommendation for Rodney Saunders, who has served as the Revenue Manager with Choice International for our Comfort Suites – Dallas/Cockrell Hill hotel from March 2022 until his departure in December 2023. I worked closely with Rodney during that time in which he consistently demonstrated expertise in implementing revenue management strategies. He truly was one of the most valued members of our team at Comfort Suites Dallas/Cockrell Hill.

Rodney possesses a deep understanding of the hospitality industry and the intricate dynamics of revenue management. Despite having a very tough competitive set that included a brand-new Fairfield Inn & Suites, a Holiday Inn Express and a Hampton Inn Suites, as well as a multitude of other hotels, Rodney was able to help keep our Comfort Suites' RevPar Index at over 100, meaning our hotel was meeting or beating the comp set on average.

As part of his revenue management duties, Rodney was also responsible for responding to sales RFPs. His keen analytical abilities and ability to interpret complex data have enabled him to develop effective strategies that have significantly impacted our hotel's occupancy rates, revenue generation, and overall profitability. Mention is made of the very sage advice given to us by Rodney to sign up for an online marketing partnership. He believed that some online marketing spend could help improve weekday occupancy and reduce our reliance on other discount channels. He was right. We are currently generating over a 100 room nights per month through this new partnership and a return ad dollar spend of around 11:1. This is a considerable amount of business for our small sub-100 unit hotel.

Beyond his technical proficiency and strategic acumen, Rodney is a highly motivated and results-oriented individual. He consistently goes the extra mile and is very responsive to questions and concerns of the hotel.

Please do not hesitate to contact me if you have any further questions or require additional information.

Sincerely,

A handwritten signature in black ink, appearing to be "PM" with a stylized flourish.

Prayes Majmudar