

Cultural Due Diligence

Buyer-Side Assessment

The reason 80% of post-acquisition value gets destroyed isn't in the financials.

We find it before you sign.

<i>Timeline</i>	<i>Assessment</i>
2 – 3 Weeks	700 Points

◆ WHAT FINANCIAL DD MISSES

- The GM who looks competent while the team quietly despises him
- Key employees planning to leave the moment ownership changes
- Operational gaps hidden by one overworked superstar
- Cultural dysfunction that will sabotage every improvement you attempt
- Seller-to-operator transition friction that derails most handovers

A hotel with strong culture and weak revenue is fixable. A hotel with good numbers and toxic culture will bleed you dry.

◆ THE 4 C'S ◆ 700-POINT DIAGNOSTIC

Cleanliness → Standards Discipline
Operational discipline shows everywhere, or nowhere.

Communication → Information Flow
Gaps here predict theft, errors, and complaints.

Customer Service → Experience Delivery
Real interactions, not trained scripts.

Coherence → Team Alignment
Silent resistance predicts post-acquisition sabotage.

◆ WHAT YOU RECEIVE

- 15 – 25 page comprehensive assessment report
- Complete 700-point framework scoring with benchmarks
- Team capability and retention risk analysis
- Management integrity assessment
- Hidden risks identified and quantified, with financial impact estimates
- 90-day post-acquisition architecture plan
- Risk mitigation terms for your contract: holdbacks, escrows, transition conditions

◆ INVESTMENT

\$35,000	Standard operations — rooms-focused or simple F&B
\$50,000	Complex operations — multiple revenue streams, larger team
\$60,000	High complexity — remote location, complex ownership

Begin with a \$7,500 Quick Scan. Fee credits toward full engagement.

◆ WHY IN₂ITIVE SOLUTIONS

Operational Architecture, Not Consulting

Financial DD shows what happened. Cultural DD shows what will happen.

Proven Transformation Track Record

Costa Rican hotel: 8.2 → 9.2 on Booking.com in 12 months. Methodology is live proof.

Central America Market Access

Strategic partnership with Invest Costa Rica delivers regulatory navigation and buyer network.

Ready to know exactly what you're buying?

For sellers preparing to exit, see our Exit Preparation Program.

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