

Exit Preparation Program

Seller-Side Asset Architecture

Buyers will discount your hotel by \$500K – \$1M.

We architect that out before you list.

Engagement

3 – 6 Months

Structure

Monthly Retainer

◆ WHAT BUYERS FIND — AND USE AGAINST YOU

- Operational gaps that drop their offer or kill the deal
- Key-person dependencies that become post-sale liabilities
- Documentation holes that look like hidden problems
- Team dynamics that will break the moment ownership changes
- Revenue architecture that could add 15 – 25% to top-line before sale

The question isn't whether to prepare your hotel for exit. The question is whether you do it, or your buyer does it — at your expense.

◆ THE ASSET ARCHITECTURE STACK

1. People

Team diagnostic. The go / no-go gate.

3. Systems

Operational backbone, documentation, decision rights.

5. Revenue

Pricing strategy, channel mix, margin optimization.

2. Foundation

Culture and leadership stabilization.

4. Experience

Guest-facing service and reputation architecture.

◆ WHAT YOU RECEIVE

- Full 700-point Cultural Health Diagnostic™ with benchmarks
- Asset Architecture Stack™ implementation across all five layers
- Team stabilization and leadership development
- Documentation, systems, and operational backbone rebuilt
- Buyer-facing positioning package and operational narrative
- 30 – 45 day close readiness vs. industry standard 60 – 90

◆ INVESTMENT

\$15,000 / mo	Standard operations — single location, team under 25
\$17,500 / mo	Complex operations — multiple revenue streams, team 25 – 40
\$20,000 / mo	High complexity — remote location, complex ownership, multiple properties

Typical engagement: 3 – 6 months. Then we exit.

◆ THE MATH

Retainer investment: \$70,000 over 4 months. Typical valuation uplift at sale: \$500K – \$1M+. Return on retainer: 7x – 14x.

The retainer is not the investment. The sale price difference is. The retainer is the instrument.

Ready to sell for what your hotel is actually worth?

For buyers evaluating an acquisition, see our Cultural Due Diligence service.

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