



Quick Scan

Entry Assessment

Before you commit to a full acquisition process,
let me spend 2 days on-site.
I'll give you the clarity to decide with confidence.

What You Receive

Operational Reality Report

Complete clarity on what you're buying—or selling.
Red flags identified • Hidden value revealed • Scoped next steps

Stop guessing. Start knowing.

Timeline 2 Days On-Site	Delivery 5 Business Days
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Who This Is For

- Investors evaluating a potential acquisition
- Sellers wanting to understand their property's market position
- Owners seeking an honest outside assessment
- Anyone who needs the truth before making a major decision

The Quick Scan is where every engagement begins.



◆ The Quick Scan Process

Day 1: Mystery Guest Experience

I arrive as a regular guest. No announcement. No preparation. No performance.

- Check-in Experience: How does the front desk greet me? What's the energy? Are they present or distracted?
- Room Inspection: Cleanliness, maintenance, attention to detail. What does the physical space reveal about management standards?
- Restaurant & Service: Food quality, service attitude, F&B operations. How do staff interact with guests?
- Property Walk: Public areas, back-of-house glimpses, grounds and maintenance. What are they hiding?
- Staff Observation: Body language, team dynamics, genuine vs. performative service. Are employees engaged or just clocking hours?
- Guest Conversations: What are other guests saying? What's the vibe in common areas?

This is where I form my initial read. Within the first hour, I know more about this property's true condition than most investors learn in months of due diligence.

Day 2: Revealed Assessment

Now they know who I am. Now I ask the questions that matter.

- GM Interview: Leadership style, decision-making patterns, vision clarity, challenges they're facing
- Key Documentation Review: Recent financials, occupancy trends, staffing structure, major contracts
- Department Head Conversations: Housekeeping, F&B, Front Office—do their stories align with the GM's?
- Operational Questions: Systems, processes, pain points, what's working and what keeps them up at night
- Facility Deep-Dive: Back-of-house, maintenance areas, storage, what they didn't show me on Day 1

Day 3: Wrap-Up & Travel

- Final observations and any follow-up questions
- Travel home
- Assessment preparation begins



◆ What I Assess

The 4 C's Rapid Assessment Framework

Financial due diligence tells you what happened. The 4 C's tell you what's *going to happen*.

1. Cleanliness → Operational Standards Discipline

Operational discipline shows everywhere—or nowhere.

- Physical environment reflects management attention and standards
- Deferred maintenance signals cashflow constraints or operational neglect
- Details reveal discipline—or lack thereof
- Back-of-house condition predicts front-of-house sustainability

2. Customer Service → Guest Experience Delivery

Observe real interactions, not trained scripts. Watch what happens when something goes wrong.

- Genuine hospitality vs. performative compliance
- Problem resolution approach—empowered or helpless?
- Anticipatory service vs. reactive minimum effort
- Guest experience consistency across touchpoints

3. Communication → Information Flow

Does housekeeping know what front desk promised? Does management know what's happening on the floor?

- Information gaps = theft, errors, guest complaints
- Cross-departmental coordination quality
- Management awareness of daily reality
- Documentation and handoff effectiveness

4. Coherence → Team Alignment

Is everyone pulling the same direction? Silent resistance predicts post-acquisition sabotage.

- Team energy and morale—engaged or exhausted?
- Alignment with leadership vision—or quiet resistance?
- Transformation capacity—will this team execute change?
- Hidden power dynamics and cultural undercurrents

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



◆ What You Receive

Operational Reality Report

Complete clarity on what you're buying—or selling. The truth behind closed doors, summarized with implications and estimates so YOU can decide.

Red Flags Identified

Specific issues that could derail an acquisition or require immediate attention:

- Leadership concerns and management blind spots
- Team stability risks and retention concerns
- Operational gaps and system failures
- Physical plant issues and deferred maintenance
- Cultural problems that traditional DD would miss

Opportunity Snapshot

What's working and where the hidden value lies:

- Strengths worth preserving
- Quick wins available
- Key people to retain
- Transformation potential
- Competitive positioning opportunities

Scoped Proposal for Full Engagement

If proceeding makes sense, you receive:

- For Buyers: Cultural Due Diligence (CDD) proposal with exact pricing based on complexity
- For Sellers: Exit Preparation Program (EPP) proposal with transformation roadmap
- Risk mitigation terms: Specific contract language recommendations to protect your investment
- Timeline, investment, and expected outcomes clearly outlined

◆ *Every insight increases your margin of safety.*

◆ *The \$7,500 Quick Scan fee applies toward your full engagement if you proceed.*



◆ What Sets This Apart

Mystery Guest Methodology

Most consultants arrive announced. Staff perform. Managers prepare. You see the show, not the reality. I see what your guests see.

Operational Expertise + Intuitive Assessment

I transformed a failing boutique hotel from 8.2 to 9.2 on Booking.com in 12 months—with zero prior hospitality experience. I know what creates transformation capacity because I've done it. I see what others miss.

Speed Without Sacrifice

Two days tells me what months of spreadsheet analysis cannot. Cultural health, team dynamics, leadership effectiveness—these reveal themselves in hours, not quarters.

Honest Assessment, Not Marketing

If this property isn't worth pursuing, I'll tell you. If the problems are fixable, I'll tell you that too. No surprises. No hidden issues. Just truth.

Quick Scan vs. Typical Due Diligence

Typical Approach	Quick Scan
Announced visit, prepared presentation	Mystery guest, authentic experience
Financial analysis focus	Cultural + operational assessment
Weeks to months timeline	2 days on-site
\$25,000–\$75,000 investment	\$7,500 investment
Discovers problems after commitment	Identifies deal-breakers before commitment



◆ Ready to Begin?

How It Works

1. Initial Call: We discuss your situation, the property, and what you're trying to determine
2. Engagement: \$7,500 fee, travel arrangements, and scheduling
3. On-Site Assessment: 2 days on property following the Quick Scan methodology
4. Delivery: Operational Reality Report—what I observed, what it means, and what it would take to transform
5. Decision: You proceed to full engagement, or you walk away—either way, you know the truth

Investment Summary

Quick Scan Fee	\$7,500
Travel Expenses	Billed at cost
Fee Credit	Applies toward CDD or EPP if you proceed
Timeline	Assessment delivered within 5 business days

Let's Talk

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