

# Communication Guide

**Intuit Confidential Information: See Hospitality Playbook for disclaimers**

## Overview

QuickBooks offers comprehensive solutions for the hospitality industry. Due to the pandemic, the industry is facing revenue losses, labor shortages, employees handling multiple jobs at various rates during same shift, rules and regulations changing constantly.

## Customer Profile

- Hospitality Asset Managers, Asset Owners, Executives
- Struggle with scale and process
- Have gotten by with manual workflows in the past, but no longer sustainable
- Exploring the option of using expensive, multi-functional systems (ERP), but will only use a fraction of the features
- Need education that QuickBooks provides comprehensive, customizable mid-market solutions at lower cost

## Needs

**Hospitality Companies Need a Financial Management Platform to meet their needs. We've got a solution for that!**

- Integration to PMS *(Get all revenue items pushed down into QuickBooks in their proper accounts nightly)*
- Fast, streamlined payroll, same-day direct deposits, and access to HR benefit information directly from payroll accounts *(QuickBooks Payroll)*
- Manage labor costs with automatic employee time tracking and advanced scheduling capabilities *(QuickBooks Time)*
- Online, outsourced bookkeeping *(QuickBooks Live Bookkeeping)*
- Access to business funding when needed *(QuickBooks Capital)*

## Industry Unique Challenges/QuickBooks Solutions Differentiators

**Hospitality Companies have unique challenges including:**

- **Large Chart of Accounts**  
*Only accounting software company offering digitized version of **USALI Chart of Accounts** for both F&B and Non-F&B for easy, immediate import.*
- **Managing Payroll and Labor Costs**  
***One true source of aggregated data and profitability analytics** via a partner--providing a holistic picture of a hotel's (or portfolio of hotels) performance in one dashboard, so asset managers can gain insights into KPIs.*  
***Time Tracking/scheduling** add-on with custom fields, so employees can keep track of time for multiple jobs at multiple rates during a single shift or pay period via kiosk time clocks or mobile app. Overtime alerts, trend reporting, and advanced scheduling capabilities.*
- **Varying Room Rates/Unpredictable Occupancy/Guest Room Charges/Seasonality of Business for Staffing and Resource Planning**  
***Calculates ADR** and runs **Predictive NOI** with the click of a button.*
- **Multiple Revenue Streams/Managing Cash Flow/Sustaining Unprofitable Services**  
***Revenue items sync properly to accounts**, so reports can be generated on LOS, GOPPAR, CPOR, plus other key daily reports through partnership with 3rd party PMS integration.*
- **Budgeting/Forecasting/Tax Compliance**  
*Enables easy **budgeting, forecasting** and **On Book Reporting**. Ability to create **workflows with user-specific access**.*

### Communication Guide *(continued)*

#### Questions to Engage Hospitality Customers

- Are you operating an individual hotel or multiple hotels in your portfolio?
- Are you currently using QuickBooks or another accounting system? *(If not, QuickBooks, ask:)*
- Does your current accounting system allow you to use a digitized version of USALI? *(QuickBooks Online Advanced is ONLY one with digitized version)*
- What are your biggest challenges with your current system? *QuickBooks can help you maximize and manage cash flow with our accounting solutions; manage payroll and labor costs to stay on budget; easily track income and expenses; collect, report, and pay sales tax faster; and generate clear reports with actionable insights*
- Do you have the ability to integrate in your PMS tool? *(Integrate with your PMS solution to eliminate double entry via our partner)*
- Do you run profitability reports currently? How easy is it for you to run daily, weekly, monthly, quarterly reports?
- Are you able to get all your metrics in one dashboard? *(Through our partner, you get one true source to aggregate profitability analytics into one dashboard to gain insights into KPIs)*
- On a scale of 1-10, how effectively are you controlling labor costs?
- What software are you currently using for payroll? Time tracking? Scheduling? *(Pay your employees with integrated payroll, taxes, health benefits, workers comp and more with both QuickBooks desktop and online. Save about 5% on payroll, reduce payroll processing hours by about 3% and increase billables by 11% with our time tracking solution)<sup>13</sup>*
- Does your current system allow you to integrate with key apps for the hospitality industry? *(Connect seamlessly with the current apps you already use to keep your hotel business running smoothly)*

#### QuickBooks Talking Points

- QuickBooks has a solution to **run every part of hotel business more effectively, accelerate growth and boost profits and productivity** with a portfolio of intuitive, desktop and cloud-based financial and business management solutions, third-party apps, and access to a network of experts for support and partners.
- QuickBooks' clients get **real-time, data analytics and insights visible in a single dashboard** to help make better business decisions.
- **Automation, delegation and customization** with improved workflows, user role-based access to financial data, and advanced reporting.


#### QuickBooks Solutions

QuickBooks Online Advanced  
QuickBooks Enterprise with Remote Hosting


#### QuickBooks Services

- |  |  |
|--|--|
|  Payroll  |  Capital          |
|  Time     |  Commerce         |
|  Payments |  Live Bookkeeping |

#### Over 650+ Apps

-  **Premium Third-Party apps**, such as Salesforce Connector, Hubspot, Bill.com, Docusign, Leanlaw

#### Solution providers and partners offering:

-  Value-added services
- Data migration and app integration services
- Complex workflows and custom reporting

## Communication Guide *(continued)*

Key Features/Benefits	Description
Easy-to-Use	Get up and running easily with an intuitive interface and simple data migration.
Get Live Bookkeeping Help	QuickBooks Live lets you chat with a bookkeeper to review your books, run reports, and even help with bank reconciliations.
Automate Bill and Invoice Approvals	Automate your accounting system by using customized workflow templates to streamline repetitive billing and invoicing tasks. *Only available in QuickBooks Online Advanced.
Run Reports Specific to Hotels	See a comprehensive picture of your entire hotel business financials presented the way you want.
Hotel Insights	View built-in bookkeeping reports that compare performance between periods. Quickly access a P&L report that shows how much of each sales dollar is spent on each expense category, so you can quickly make smart decisions for your hotel.
Manage Labor Costs	QuickBooks Time lets employees easily log their hours for approval and run reports to see trends like weekly and monthly pay differences or payroll costs by maintenance, housekeeping, front desk, sales, and management. Make any necessary adjustments quickly. See how many hours you are paying in OT and get real-time alerts for overtime pay.
Track Data for Multiple Locations	QuickBooks Online Advanced can track all your hotel locations in one system. Track income and expenses for all your profit centers by setting up different revenue sources as their own separate class. Access the Profit & Loss by Class Report to see income and expenses for each location separately or choose to view the big picture across all your locations.
Allow Accountants Instant Access to Your QuickBooks Data	With QuickBooks Online Advanced, your accountant has instant access to your account to answer questions, fix problems, and help prepare your taxes. Create a unique login, so your accountant can work on your books without leaving their office. Plus, accountants receive a free version of QuickBooks designed specifically for them.
Customizable User Permissions	Users only see what information you give them access to within your QuickBooks account, since not everyone needs access to the same data.
Get VIP Member Service	QuickBooks Priority Circle connects you with a dedicated account team, in-depth training and 24/7 premium technical support.
Sign in Anywhere, Anytime	QuickBooks Online is in the cloud, so no need to download anything. Sign in from your web browser or get a Mac/Windows app to run the software even faster.