

# Asset Support Services

For Owners, Operators, Brands, and Lenders

**Hospitality Advisory Associates** offers clients over 240+ years of combined experience in all areas related to hospitality operations management, asset management, and financial services.

Let our *Passionate Experts* help you discover unrealized value in your property or portfolio, leveraging their multi-disciplinary backgrounds to develop realistic and actionable solutions to today's complex problems.

- Operational Optimization Program
  - Revenue Management Strategic Planning
  - Staffing Efficiency Analysis, Training, & Task Force Placement
  - Sales & Marketing Strategic Planning
  - Food & Beverage Consulting/Repositioning
  - Technology Cost Structure Review
- Recovery Occupancy, ADR and Net Income Forecasts
- Brand/Management Search & Selection
- Strategic FF&E Planning, Budgeting, & Brand Negotiations
- Renovation Construction Management Services
- Debt and Equity Restructuring
- Expert Testimony for Foreclosure and Bankruptcy