



# Underwriting Revenue

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# Overview

- Underwriting – owner perspective
- Revenue streams
  - Identification
  - Optimization
  - Execution
- Value-add opportunities

# Underwriting

- What is it?
- How do we do it?





# POKÉMON™





- New world / new adventure
- Wild encounters
- Treacherous battles
- Becoming a master



A world of dreams and adventures  
with POKÉMON awaits! Let's go!





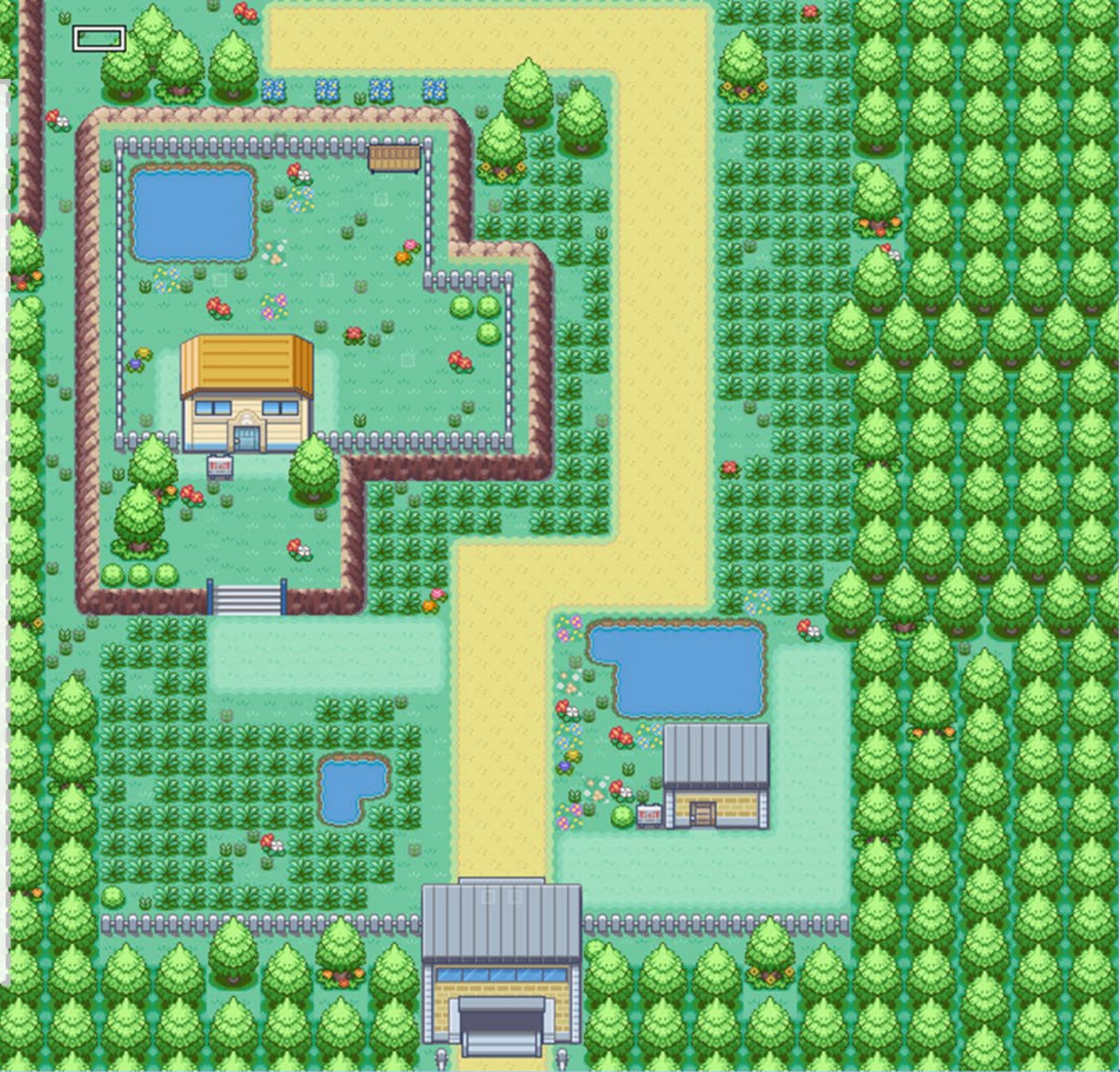
# Thousands of Revenue Opportunities

*Gotta catch 'em all!*™

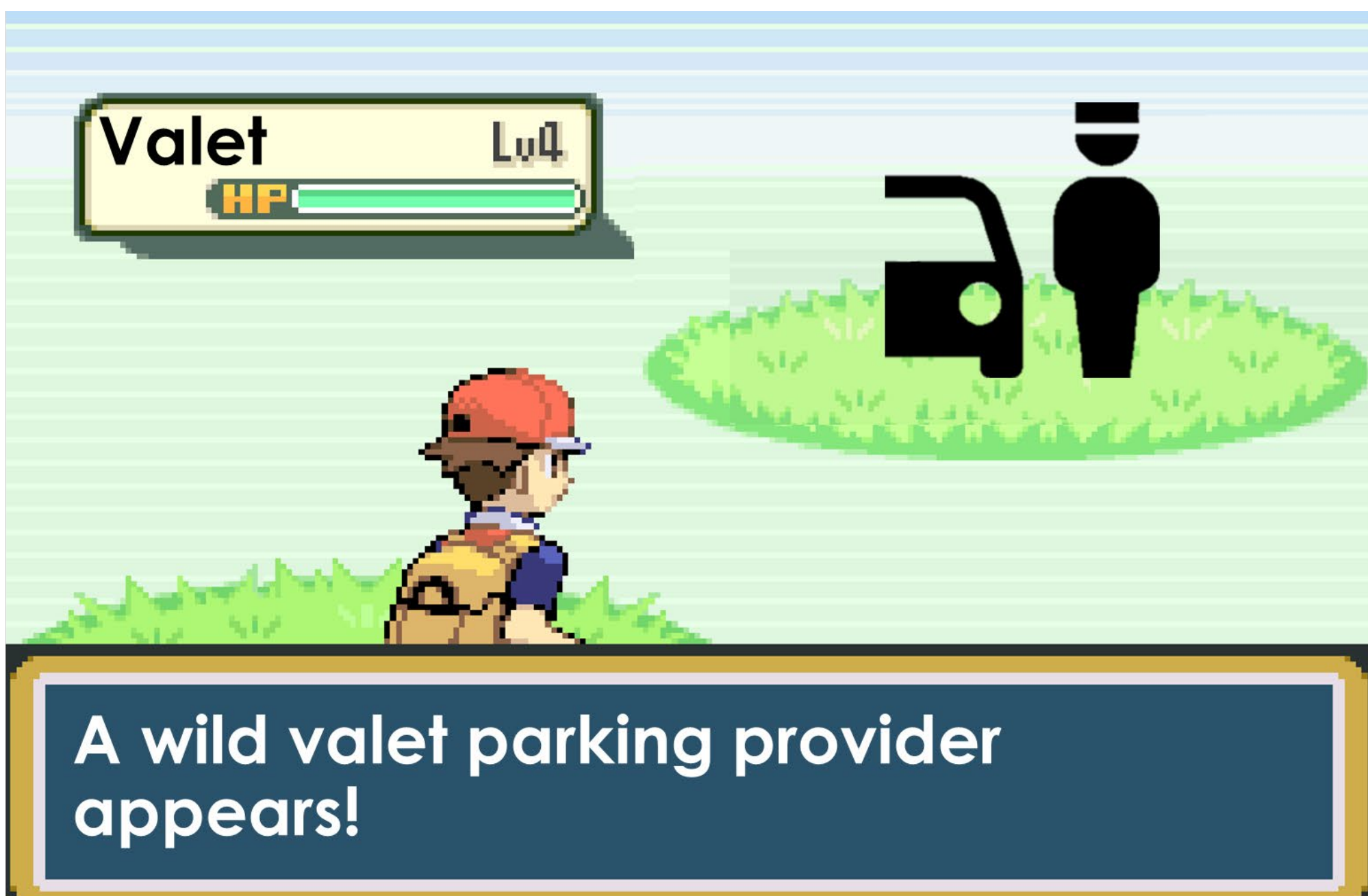


# The First Property Visit

- Diligence
- Property tour
- Questions







**Retail**

Lv24

**HP**



**Retail Space was renewed for market rent!**



# Rare Encounters

- Dynamic pricing





# Rare Encounters

- Dynamic pricing





# Optimal Mix

- Segmentation deep dive
- Super effective revenue strategies



# Inventory Mix

- Key counts
- Suite mix
- Analysis





BON  
VOY

# Gym Battles

- OTAs
- Reward programs



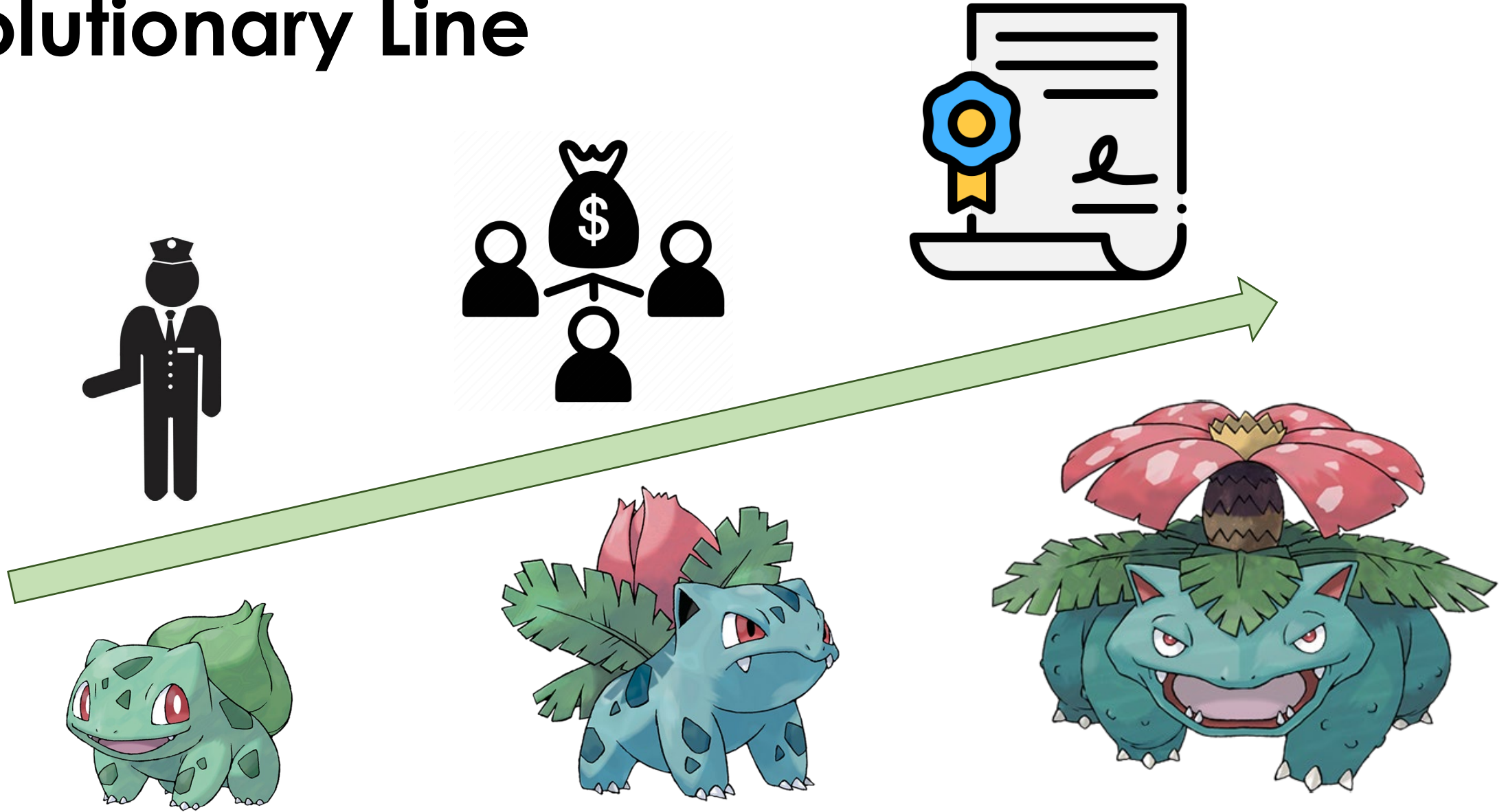
# Evolution

- ROI projects
  - Key additions
  - Capital projects
  - Renovations





# Evolutionary Line



# Other Wild Encounters

- Resort fees
- Menu pricing
- Other ancillary fees





# Other Wild Encounters

- Resort fees
- Menu pricing
- Other ancillary fees



# Becoming a Master

- Thoughtful strategy
- Aligned team





# To Be The Very Best Like No One Ever Was...

- Identify opportunities
- Add value
- Maximize return

**Think Like A Master**  
**Think Like An Owner**

# Thank you!

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