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?
• 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
The First Property Visit

- Diligence
- Property tour
- Questions
A wild valet parking provider appears!
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
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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