



MAICO
GROUP

EVERY STEP OF THE WAY

WWW.MAICOGROUP.COM.AU



» INTRODUCTION

Hotel Management Consultants and Acquisition Management for Australia and New Zealand Tourism.



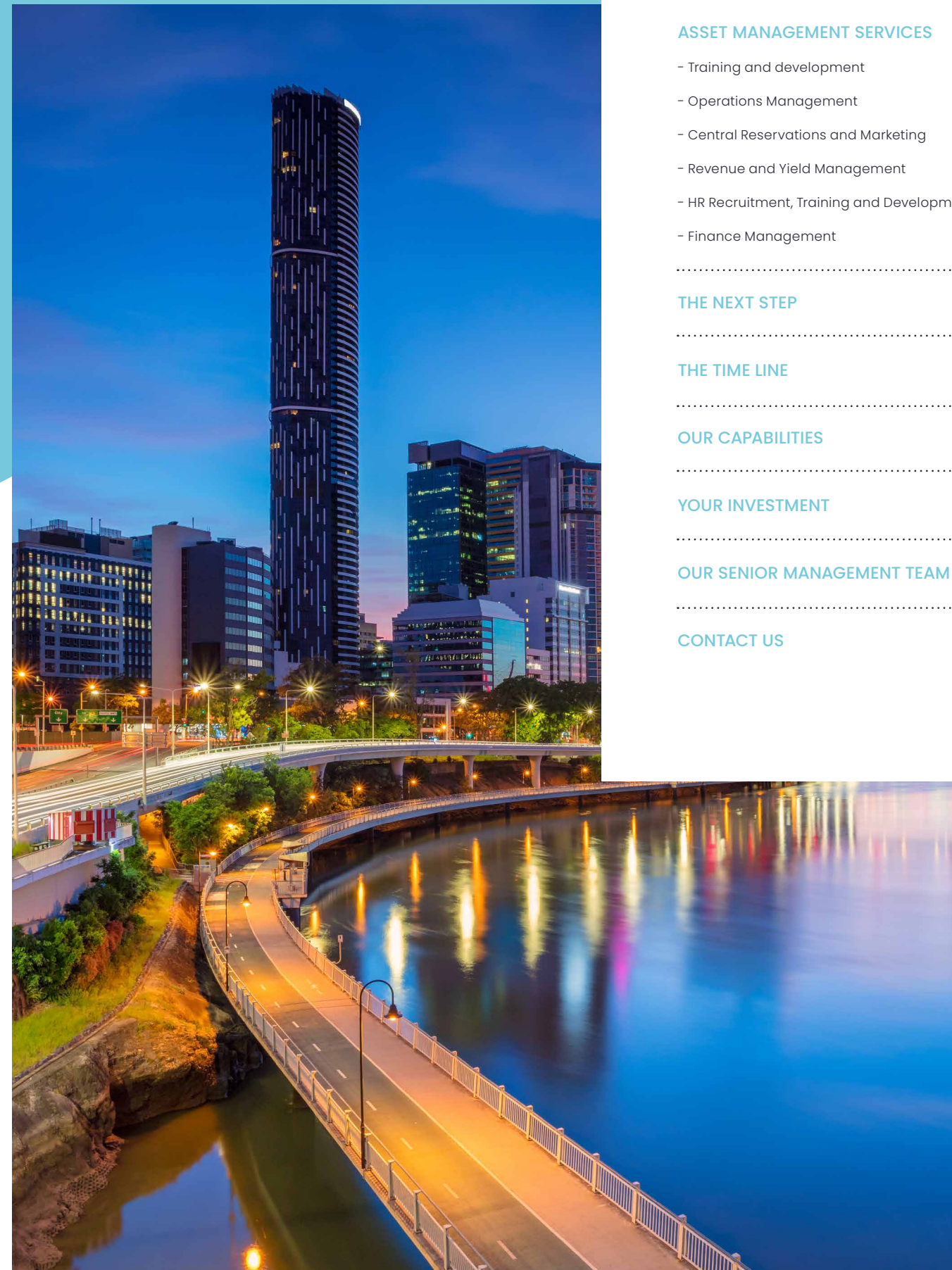
REALISING GROWTH OPPORTUNITIES.

Maico Group creates and refines systems for hotel management growth, to ensure sustainability and maximum growth opportunities are achieved.

Our solutions and strategies are designed to provide our clients with methods to become the leaders of the industry.

We believe in what we do, and we do it with professional and calculated consideration.

EVERY STEP OF THE WAY



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ASSET MANAGEMENT SERVICES

The Maico Group team comprises experienced and passionate accommodation industry experts who have been helping businesses like yours achieve first-class results for over a decade.

We are innovative thinkers with the knowledge and experience to offer a complete asset management service.

Working with motels, hotels and management rights owners, we ensure investments are managed effectively and operated to reach their full potential.

Maico Group's solutions and strategies are not a quick fix process. Our approach is hands on – we believe in what we do, and we do it with professional and calculated consideration.

Our theories have been put into practice, with our services delivering phenomenal growth and longevity within the industry to many businesses.

Our Asset Management Services package includes:

- Operations Management
- Central Reservations and Marketing
- Revenue and Yield Management
- HR Recruitment, Training and Development
- Finance Management

“WE KNOW
YOUR INDUSTRY
AND YOUR
MARKET”

OPERATIONS MANAGEMENT

- A specialised company profile to offer an all-inclusive operating service so you do not have to worry about the day to day activities
- An innovative plan that considers the responsibilities and challenges of the daily operations
- We structure change and set benchmarks to achieve the desired result
A tailored solution to meet your business' specific needs
- We provide expertise management and support to overcome challenges and achieve desired goals
- Ongoing direct management and analytics that ensure benchmarks are met, with strategies modified to reflect the evolving needs of the entire operation

CENTRAL RESERVATIONS & MARKETING

- Professional and dedicated trained team to answer enquiries and handle accommodation bookings
- Reserve call centre operates 24/7 allowing the property team to focus on customer experience and property presentation
- Oversee and develop marketing strategies and campaigns
- Conduct research and analyse data to identify and define audience
- Maintain property website

REVENUE & YIELD MANAGEMENT

- Manage occupancy, revenue and yield in line with business procedures
- Update allocations, allotments and rates on third party websites, GDS, business website and manage the channel management system
- Optimise RevPAR by analysing/forecasting supply and demand
- Conduct ongoing competitor price and product analysis

HR RECRUITMENT, TRAINING & DEVELOPMENT

- Involvement in the end-to-end recruitment process
- Coordinate all tasks relating to all stages of the employment lifecycle
- Monitor team performance and provide training development programs

FINANCE MANAGEMENT

- Provide all bookkeeping duties
- Daily reconciliation of accounts
- Create annual finance budgets including all income and expenditure
- Analyse financial profit and loss reports on a monthly basis comparing with industry benchmarks and KPIs



THE NEXT STEP



“MAICO GROUP HAS THE CUTTING EDGE TO GIVE YOU CONFIDENCE TO MAKE YOUR BUSINESS A SUCCESS.”

THE TIMELINE

The sooner we are appointed the sooner we can get started. Our ideal timeline is to commence five weeks prior to settlement, if you are purchasing a property and if you own it now. So, – let's get started!

PROJECT TASK	TIME FRAME
UNDERSTANDING YOUR COMPANY	WEEK 1
CREATING BENCHMARKS FOR SUCCESS	WEEK 2-3
DESIGNING YOUR CUSTOM PLAN	WEEK 4-5
EXECUTE THE PLAN AND MANAGE CHANGE	SETTLEMENT
MANAGEMENT AND MONITORING	ONGOING



» OUR SENIOR TEAM

Maico Group is built upon experienced and passionate accommodation industry experts.

» OUR CAPABILITIES

Maico Group provides a complete team of experts who match the priorities of operations for growth and demand. The major resources within our team deliver the scope described above within the agreed timeframe to ensure you gain every benefit we have to offer.

This Includes:

- » Director of Operations — oversee all operations within the business. Reports directly to you as required. Transparent and clear communication.
- » Professional, dedicated Reservations and Marketing team — provide optimum exposure and conversion of bookings
- » Committed Revenue Management team — oversee allocations, allotments and rates to maximise occupancy and revenue
- » Devoted HR team offering recruitment, training and development — create a welcoming company culture resulting in high retention
- » Onsite Management team — oversee onsite operations with the focus to create a positive and memorable experience for each and every guest
- » Qualified Finance Management team — offer a wealth of accommodation and tourism knowledge to provide accuracy in all financial reporting



Brett Myers

Director of Operations



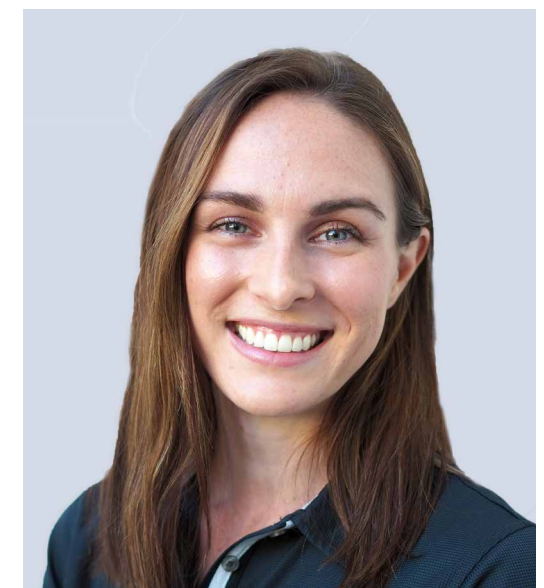
Stacey Ireland

Director of Business Development



Kylie Myers

Director of Finance and Management
Support



Kelly Ireland

Senior Management Support

» YOUR INVESTMENT

Maico Group Asset Management fees are based on an all-inclusive service to oversee and operate your business. Our packages are tailored to meet the size and scope of your business needs.

Contact us today for a proposal.



MAICO
GROUP

➤ CONTACT US

**Our experienced team deliver solutions
and introduce valued opportunities.**

To find out how we can help you, talk to us.
We are ready to hear from you.

Talk to Brett Myers

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