



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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“MAICO GROUP IS A FULLY
INCLUSIVE CONSULTING AND
OPERATIONAL MANAGEMENT
SERVICE COMPANY.”

”

➤ WHY CHOOSE US

Maico Group is the Independent Strategic Planner for Growth and Development.

➤ OUR MISSION

TO BE THE INNOVATIVE THINKERS OF THE ACCOMMODATION INDUSTRY. WE SHARE OUR KNOWLEDGE AND EXPERTISE TO HELP YOU SUCCEED.

➤ OUR PURPOSE

TO NOT ONLY MEET BUT EXCEED YOUR EXPECTATIONS. IF WE SEE A BENEFIT OR IMPROVEMENT WE CAN PROVIDE, WE WILL OFFER FIRSTHAND ASSISTANCE AND SUPPORT.

▶ OUR SERVICES

Maico Group is a fully inclusive company offering a range of services within the hospitality and accommodation industries. We specialise in:



CONSULTING

You are an operator stuck in the day-to-day grind. You find yourself working in your business rather than investing within your business. We will help you change.



ACQUISITIONS

We work with property investors to acquire strategic opportunities in stable growth areas. We set up apartment buildings with refined systems tailored to the residential and accommodation industry.



MANAGEMENT RIGHTS

We take the hassle away from the investor by contributing to the business in a hands-on management role.



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

”

➤ CONSULTING

YOU WANT CONSISTENCY AND NEED TO SEE BUSINESS GROWTH

You want a partner that understands your industry, acknowledges your challenges and who can cast a real and honest appraisal of your current operations.

Maico Group consultants will work alongside you and offer you an innovative business strategy.

We tailor to the needs of your circumstances and make certain you achieve the long term growth you demand.

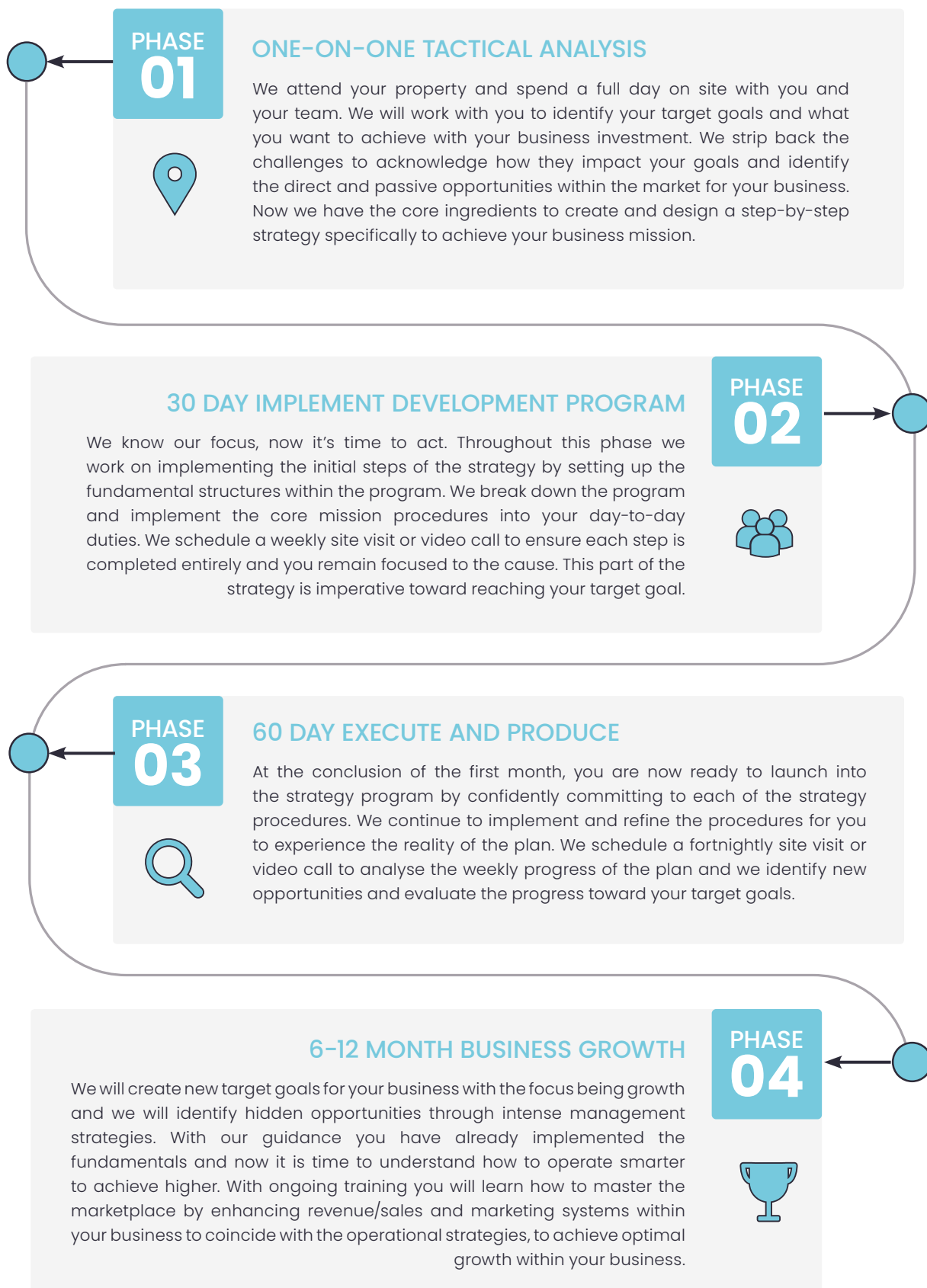
Our consulting services include:

- Training and development consulting
- Project development advisory services
- Financial reporting and consulting services



TRAINING AND DEVELOPMENT CONSULTING

HOW **WE** DO IT





PROJECT DEVELOPMENT ADVISORY SERVICES

Many developers underestimate or simply do not realise how much value is being dismissed within a building project due to impractical design choices and service options. This does not necessarily mean you have to inject more capital into your project, but you do need to understand the desirables that can have a better impact toward your project.

Maico Group has worked across various projects ranging from 50 to 1,000 key buildings. We repeatedly hear comments about the practical functionalities and service facilities within the buildings. Your project stands to benefit from our practical solutions for the ongoing operations of the building.

Our team can help you understand the opportunities available to capitalise on achieving a higher premium for your project.

Maico Group offers experienced advice from pre-planning to opening and beyond.

Some considerations include:

- Service facilities infrastructure including building internet infrastructure, water, electrical and air-conditioning operation and waste design, including embedded networks
- Manager office, residential facility room design and features
- Building security structure including access control, CCTV camera location and requirements
- Building signage advice
- Building communication systems advice
- Assistance in building operational budgets



**“GIVE YOUR PROJECT
THE BEST CONSIDERATIONS!
PARTNER WITH US
AND TAKE ADVANTAGE
OF YOUR NEXT OPPORTUNITY.”**





» FINANCIAL REPORTING AND CONSULTING SERVICES

A BUSINESS CANNOT OPERATE TO ITS CAPACITY WITHOUT AN ACCURATE BUDGET

Many operators implement a budget for their business that is unachievable or undervalued resulting in underperformance of their business. This is because they may not have the market knowledge to set the benchmarks accurately or lack the understanding to create one. Accountants charge thousands of dollars to create what we can for you, and potentially, unless you have an industry specialist, don't have accommodation and management industry experience; resulting in more missed opportunities.

The 12 month budget we create for our clients is directly comparable to the market conditions your business is subject to. Maico Group uses historic, live and forecasted local market ratios to determine the financial objective that suits your business. This will ensure you have realistic goals to strive towards, including the capacity to dissect into quarterly, monthly, weekly and even daily benchmarks. Maico Group's approach is essential to gauge your business' performance, to make the required adjustments to keep your business on the right track.

Contact us to discuss how we can help you with your budgets and reporting.

Additional services available:

- Full budgeting and performance forecasting
- Accounting and bookkeeping services
- Debtor and creditor management
- Trust account balancing



➤ ACQUISITIONS

We have formulated our acquisition guidelines to understand the property model most suited to our operational methods.

Our team has been involved in managing over 50 buildings across Australia ranging from off-the-plan (OTP) management rights to established buildings, hotels and motels.

Our integrity is maintaining a high level of communication with all our stakeholders, including investors/landlords at all times.

To find out if we are a good fit for you, contact us to arrange a meeting.



MAICO

GROUP

IS ON A MISSION TO ACQUIRE
AND OPERATE ACCOMMODATION
BUILDINGS DELIVERING
CONSISTENCY AND VALUE FOR
EVERY GUEST WHILST RESPECTING
TRADITIONAL TRAVEL
EXPECTATIONS.



» MANAGEMENT CONTRACTING

» OPERATION MANAGEMENT

Are you a company or organisation with multiple properties within your portfolio? Is your business maximising the potential benefits of group operations such as purchase power? Are you missing out on additional profit because you have not capitalised on managing your portfolio effectively and to its utmost potential?

With a proven track record developing standalone businesses into large multi-property, multi-million-dollar portfolios, Maico Group can help you maximise the profits of your business.

Our inclusive portfolio operations management service is hands on and tailored to suit your business objectives whilst building a harmonious culture amongst your team.

For a fully comprehensive proposal we will sit down with you one-on-one. We will outline your objectives across the portfolio and determine a tailored strategy which we will monitor and evaluate throughout implementation.

Throughout the process we will report directly to you, manage and analyse the overall operation of your portfolio and compare its performance to pre-set benchmarks.

Maico Group knows how to identify the key areas impacting the performance of your portfolio and will share effective strategies with your team for implementation.

Success will be achieved both efficiently and timely; therefore, financially.



► COMPREHENSIVE BUILDING MANAGEMENT

Maico Group offers a comprehensive building management service to take care of the entire operation of your business on your behalf.

We will implement our proven strategies, management, recruitment, budgeting and revenue management as part of this comprehensive service. While working alongside the stakeholder, in the direction outlined, we will work continuously to meet the pre-established goals set out.

► REVENUE MANAGEMENT

Managing your revenue is one of the fundamental elements to increase your business profit.

There are so many options for the consumer to source their travel needs through third party travel agents and direct booking channels. The key is to identify how and where you are going to achieve your desired share of bookings; and that is where we can help. Our revenue management services offer effective and proven pricing strategies, utilising the relevant distribution channels best suited to your business to boost exposure and demand for your property to ensure you capitalise on every opportunity. Our solutions allow you the time to focus on delivering the best results and experiences for your stakeholders.

► PRE-OPENING PLANNING AND OTP SETTLEMENT

We understand the importance of the pre-opening phase for OTP complexes and takeovers of an existing asset.

If you are a first-time investor entering the accommodation industry or a seasoned operator growing your portfolio, Maico Group can provide the planning, tools and support you need to ensure every base is covered for you and your team to start your business with a smooth opening and a strategic plan to grow from day one.

We will work with you to build the structures, including budgeting, cashflows and operational systems and procedures, necessary for your business to function effectively and to ensure long term success. We offer additional services such as consignment plans, designing of on-title spaces including, office and reception areas, representation with the developer and building trades in the pre-opening stage, recruitment and much more. We negotiate service agreements on your behalf to ensure you are getting the best from your service providers before trading begins.



▶ OUR SENIOR TEAM

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



Brett Myers

Director of Operations

Brett has a genuine passion to help others exceed their business goals. He has been active in the industry for the past 15 years developing key calculated strategies. Brett has his finger on the pulse and takes pride in practicing what he preaches – resulting in converting promising businesses into highly successful operations.

- Proven track record helping clients achieve multi-million dollar profits
- Understands business is personal
- Defined growth strategy skills



Stacey Ireland

Director of Business Development

Stacey started his passion for the hotel industry in Canada in 2008. Since then he has developed extensive knowledge in management letting rights (MLR) working across multi-purpose properties and has crafted his skills towards excellence. Stacey gained a Bachelor of Business degree and has developed a specialty with establishing and operating large OTP projects with operational results that speak for themselves.

- More than 10 years global hotel industry experience
- Multi-purpose property experience
- Large project specialist



“THERE IS ALWAYS OPPORTUNITY. CAPTURING IT IS WHAT WE DO BEST.”

▶ TESTIMONIALS

Brett brings a level of focus and drive to your business. A business of our size, we have multiple properties with various challenges. Brett understood our model and offered a precise program to help our managers develop a higher skillset through his personal approach to demonstrate refining individual priorities and work structure, which created better opportunities to dedicate more time on managing the businesses. Through the training methods shown by Brett, our managers are working with clear understanding and identifying the opportunities as they arise.

David Sawers

Arise Hotels & Apartments
Chief of Operations

A quick thanks to Maico Group for sharing some valuable insights to help my business grow. It was well worth allowing Brett and his team to show me the strategies that are often overlooked. Introducing Brett's strength strategies to grow my business in a challenging market has certainly benefited my business.

Rob Mclean

Q Resorts Hotels & Apartments
Managing Director



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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