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In an effort to make sure our businesses are ready for the
RECOVERY – REOPEN – REIMAGINE phase of C19 -
We are providing these recommend steps to consider while we are in the “Stay at Home” order. Be prepared now, for a new future & a new way of doing business.

Everything we do going forward will now more than ever be focused on a new way of operating & obtaining profitability. Now is the time to map that plan and execute it.

INDUSTRY: Accommodations: (Hotels, Vacation Rentals & Property Management Companies)

AREAS OF FOCUS:

Rooms/Units:

- Deep clean floor to ceiling
- Repairs to any necessary items
- Are there things you need to do to the room/unit that you can't when you are renting?
- Grout cleaning on tiles
- Is it time to upgrade or downgrade soaps, linens, shower curtains, etc.?

Common Areas:

- Upgrade replace outdoor smoking area.
- Change or upgrade clean pet area.
- Pool area... Is it time to eliminate some seating to accommodate distancing?
- Does the pool need repaired? Upgraded?
- Bar Area: Pull all equipment out and clean it; empty ice and clean it;
- Is it time to evaluate your liquor & beer offerings accommodate what is purchased? Rid of expensive offerings that may not be purchased?
- Is there a new drink you want to introduce?
- Does landscaping need to move to zero scape atmosphere to save in the long term?
- Lighting: LED – now is the time to change everything over.

Amenity Outlets:

- Do you have fitness center? Be sure it is clean and new sanitizers are available.
- Is your fitness center utilized? Could it make revenue as something else?
- Do you have other amenities that are NOT being used; calculate that ROI – Is it time to reinvent that amenity
- If you have a store/grab-and-go, can you change your prices now slightly to aid in profits?

Operations:

- Contracts with vendors: revisit and renegotiate
- Evaluation of staff – is every position needed? Can you reimagine job functions to better serve profits?
- Is your reservation & check in process top notch (you will need 5 star experience)
- Do you have a fully vetted follow up system?