MOTEL Assist
making motels more profitable

FOR CORPORATE PERSONNEL

Viability
of your motel

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by Russ Dodson

Program Creditability: A spreadsheet constructed in Microsoft Excel with macros alerting the operator when data is outside Motel Industry guidelines. Benchmarks are from data collected over 18 years from motels presented and sold on the open market.

Pin points the problem: If abnormalities are encountered from the benchmark averages you can assess and select a direction on how to remedy the problem.

Effectiveness of the Program:

10 years of data has been inserted into a typical motel operation in country NSW.
During this time systems were set-up with one objective – **making the motel more profitable**.
Using Motel Assist [**A-System**] the motel has shown **an 8.45% revenue growth** from 1st July 2010.
Discipline to the system is essential to obtain a good revenue growth, which is explained in the program.

Simple to Operate: Insert into the program your current Profit & Loss financial statements to receive extensive and comprehensive reports on the operation of your motel.

Here are just few reports

The capitalised worth of the motel.
Guidelines on net profit to current turnover.
Estimated cost to extend a lease term.
Rent Creep and how it occurs.
Acceptable returns on an Investment motel.
An acceptable break even turnover on your motel.
Shows if a Restaurant is profitable.
Explains the selling ratios when selling a Leasehold.
How much to borrow for purchase or refinancing.
Getting the most from using a Motel Broker.

Get the most out of using the Program:

Every year you receive the motel's Profit & Loss statement from your Accountant. This time request your Accountant to insert the information from the Profit & Loss financial statement into the Viability program.

Once this is done you have access to an in-depth assessment of your motel business. The reports are structured on acceptable Motel Industry benchmarks, finding most of the financial abnormalities in a motel's operation.

Your Profit & Loss statement now comes alive.

About Motel Assist: www.motelassist.com.au Motel Assist is a website designed to assist motel operators simplify their daily commitments in operating a motel at all levels.

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The program is offered by subscription. The retail cost is $95.00 per annum including GST.
Attractive discounts are offered to Motel Industry personnel.