



A presentation introducing software produced in Microsoft Excel which can save a motel operator the many hours it takes to analyse financial statements produced by their Accountants.

## Business Health & Viability by Motel Assist - Russ Dodson 0428 668 357 11/10/17



**Origin of the Software:** Created 18 years ago and used as a worksheet for me to speed up the repetitious tasks in analysing motels for those people wanting to analyse motels.

It incorporates Motel Industry Benchmarks with macros which bring up warnings when the figures are outside those benchmarks.

Accountants & Banks made demands to include relevant data allowing them to assess the financial viability of a motel business, hence the wide range of “data results” shown in Tabs.



**Application:** An insertion sheet is sent to the motel operator for insertion of data to prepare the frame work of the report to fit the financial structure of the motel business

Data from the annual Profit & Loss financial statement is transposed into the software where the results are strewn throughout the spreadsheet shown in Tabs to meet the demands of many clients who have requested certain layouts. Some of the data is repetitious, however when you tie it all together it is a powerful report.



**How to benefit from the Program:** Every year a Profit & Loss report is produced by your Accountant which usually ends up in the bottom draw or at the best a hurried read and still placed in the bottom draw.

This time if the financial data is transposed into the report it will provide messages in red text that certain elements in the Profit & Loss are outside Motel Industry Benchmarks.



**Offer to Golden Chain Members:** Due to the complexity of the report and the mixed messages it produces I will prepare the report on your behalf each year for an annual subscription to the Motel Assist website costing \$95.00.

I’m sure you will appreciate the hours it will take you to prepare and decipher the information the report produces. Also, you have all the other features from the website. The offer includes an on-line explanation using communication software - TeamViewer.



**Presentation at The Conference:** Earlier this year I assisted a Golden Chain Member with my services. Alan & Nanette Davis of Abraham Lincoln Motel Tamworth. I requested permission from him to comment on those services within my presentation at the Golden Chain Cairns Conference, which he agreed.

Sections of the report will be shown on a screen and discussed on that motel.

I’m sure you will see the dynamics it shows in understanding **profitable motel operations**