





MASTERBUILT HOTELS

With our talented team of industry professionals offering over a century of experience and a proven track record at every stage of the hotel ownership life cycle, MasterBUILT Hotels ensures all our hotels are operated using sound financial planning. We are able to implement innovative cost controlling measures and promote the hotels with our Sales and Marketing experts.

The ultimate goal with every hotel under our management is to increase the bottom line and create or enhance asset value. Our owner driven philosophy allows us to stay aligned with our valued ownership partners. From pre-opening project management to strategic sourcing and procurement our team of experts will ensure your hotel is run to the highest industry standard.

OUR EXPERTISE INCLUDES:

- Hotel Operations
- Sales & Marketing
- Technology
- Finance
- Human Resources
- Revenue Management
- Construction Management
- Hotel Design & Development
- Asset Management



HOTEL OPERATIONS

We approach hotel operations as if we are the owner, every-time. We know that every hotel and every market have different needs; that's why we tailor our approach to maximize the potential and the return for every asset. Our passion, dedication, and experience are why we are a consecutive Gold Standard Winner of Deloitte Canada's Best Managed Companies Award.

Our multi-disciplinary team of field operations experts utilize a hands-on approach in creating and reviewing the operating standards at each hotel with attention to every detail, and to the big picture. Our results-oriented team draws on decades of experience to ensure the best-in-class services are provided to our guests, and to our partners.

SERVICES:

- Oversight of all aspects of daily hotel operations
- Annual strategic business planning including budget, cash flow forecasting, and capital improvement strategy
- Continuous evaluation of Key Performance Indicators to ensure maximum profitability
- Ongoing General Manager/key department head development
- Property improvement plan pricing, purchasing and implementation
- Regular site visit inspection
- Hotel franchise negotiation & brand relationship management



SALES & MARKETING

Our goal is to maximize market share and revenue; well thought-out and executed sales and marketing plans are the greatest catalyst for achieving that goal. Our seasoned and highly skilled sales and marketing teams implement industry-leading practices and utilize market intelligence tools to stay on top of current marketing trends. MasterBUILT Hotels has built a culture that is focused on being leaders in the sales and marketing fields in the hospitality industry. We go to great lengths to build lasting relationships with guests, and to adhere to the highest standards of branding and positioning for each of the hotels that we manage.

SERVICES:

- Development of annual marketing and sales plan
- Revenue strategy audits and implementation
- Media and public relations
- Traditional, and online marketing
- Local and community engagement and customer acquisition marketing
- Brand & reputation management
- National trade show strategy and representation
- Print and digital collateral development
- Management of 3rd party RFP and booking engines
- Sales coaching and strategic planning



TECHNOLOGY

The technology landscape in the hospitality industry is forever changing and improving, and we embrace that change. Staying at the forefront of technology remains a top priority for MasterBUILT Hotels because it gives the hotels that we manage a strategic advantage.

Our industry experts provide prompt support when any technical issues arise, and preemptive strategy to strengthen and improve the programs and practices that matter the most to our guests and our partners.

SERVICES:

- Strategic planning and needs analysis
- Systems implementation and ongoing support for new hotels
- Technical project management
- Supplier management and purchasing support
- PCI data security and regulatory compliance
- Emergency response and resolution



HUMAN RESOURCES

An exceptional guest experience starts with exceptional people working for your hotel; that is why we acquire and invest in the talent that drives the success of all MasterBUILT managed hotel's, at every level. We recognize the importance of attracting and training the best possible team and offering the highest standard of support and engagement.

Our teams entrepreneurial spirit is the cornerstone of our corporate culture and has allowed us to continuously achieve industry leading employee engagement scores and played a key role in MasterBUILT Hotels receiving Deloitte Canada's Best Managed Companies Award.

SERVICES:

- Leadership development
- Employee benefits administration
- Recruitment, screening and hiring process management
- Compliance with all federal and provincial legislation and requirements
- Provide ongoing training
- Employee handbook and policy development
- Employee records maintenance
- Provision of counseling on employee issues to minimize legal issues



FINANCIAL

Our consistent and accurate reporting provide a solid foundation to which all operational strategies are based. MasterBUILT's expert accounting services and standard procedures are a catalyst for controlling and managing costs and increasing the bottom-line.

SERVICES:

- Financial statements production and analysis
- Development of control systems
- Customized financial reports
- Cash flow statement and monitoring
- Financial audits
- Technology tools development & support
- Payroll and accounts payable
- Provide centralized general accounting services



THE EXECUTIVE TEAM

Marc Staniloff, Interim President

Marc's industry expertise spans decades. As an owner and the Interim President of MasterBUILT Hotels he is truly invested in not only the success of the company, but also in developing long term relationships with our investment partners. Marc is a highly regarded member of the Franchisee Advisory Board for Super 8 Worldwide as well as a Trustee of Holloway Lodging REIT and represents the board of directors at several publicly traded and private companies.

Aodhan Sheahan, Senior Vice President of Operations

Aodhan's diverse background in hotel operations spans 18+ years and includes: Asset Manager (acquisitions and dispositions), Hotel General Manager and Hospitality Operations Director overseeing a national portfolio of hotels and more than 1,000 employees. He has represented hotel owners in senior management positions for major hotel brands including: Marriott, Starwood, IHG, Delta, Best Western, and Wyndham. Aodhan has invaluable experience in negotiating franchise deals, collective agreements, property improvement plans and managing multi-million-dollar renovations, rebranding, and construction projects.

Don Berglund, Chief Financial Officer

Don brings a wealth of real estate finance and accounting experience to MasterBUILT Hotels. Don's experience includes: CFO & SVP of Finance & Accounting at a large multinational private real estate company, prior to that Don was a Senior Partner in the assurance practice of PWC for 17+ years. Don's passion for the hospitality industry and his diverse background offers unique perspectives and insights that are integral to MasterBUILT's success.

Donna Fahey, Vice President of Sales & Marketing

Donna's extensive sales and marketing experience in the hospitality and tourism industries spans 18+ years. Donna spent 10 years managing the tour programs for the Calgary Zoo, the University of Alberta, and the Royal Astronomical Society of Canada. Donna was pivotal in leading the growth of sales and marketing during her 8 years in the role of Director of Sales & Marketing for various hotel and resort management companies, managing: sales, marketing, reservations, revenue management, and public relations for mid-scale hotels as well as luxury resorts across Canada.

BRANDS



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