



A photograph of a woman, Aleksandra, smiling and looking towards the left. She is wearing a white collared shirt and a dark tie with a white grid pattern. A name tag on her left chest reads "Aleksandra". The background is blurred, showing what appears to be a hotel interior.

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

A photograph of a woman with blonde hair holding a young child with blonde hair. The child is wearing a blue short-sleeved shirt and denim overalls. The woman is wearing a blue long-sleeved shirt. In the foreground, the legs of another child in white pants are visible. The image is partially obscured by a dark blue diagonal shape on the left side.

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

David Donaldson, President MasterBUILT Hotels

David's approach to entrepreneurial management has delivered executive leadership and capital returns to a broad range of businesses including franchise car and truck rental, distribution and logistics, technology, manufacturing, and retail food and consumer goods. Innovation and teamwork, matched with integrity and collaboration have been the keys in his approach to both internal and external relationships. David offers a proven track- record in building and adapting a mission for improved margins, accountability, and results. Prior to establishing Grandville Equities Corporation, David excelled as a senior manager and executive within three large distribution and retail businesses: in each he was responsible for 350- 450 union/non-union employees, and senior managers. He completed the construction and operations of downstream oil and gas facilities, transportation, and warehousing facilities as well as intermodal rail and truck operations. David holds two undergraduate degrees from the University of Calgary, an MBA from Queens University, and a Global Professional Masters of Law degree, from the University of Toronto.

Donna Fahey, Chief Operating Officer

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.

Rhonda Holland, Chief Financial Officer

Rhonda brings to MasterBUILT an extensive accounting and finance background with 20+ years of reporting for public and private companies, and NPO's. Rhonda recently spent 6 years in a senior accounting role with Brookfield Residential, one of North America's largest developer / builders publicly traded on the TSX and NYSE. Rhonda possesses 10+ years of experience within global multi-divisional construction/engineering firms and 6+ years providing strategic oversight and financial reporting for executive leadership teams and investor groups.



THE EXECUTIVE TEAM

Ryan Tracey, Vice President Operations

Ryan's hospitality background spans 12 years and includes positions in Operations Management, Revenue Management, Accounting and Food & Beverage Management. Before joining the MasterBUILT team Ryan spent 6 years with Fortis Properties where he most recently held the position of General Manager of multiple hotels in Medicine Hat. Ryan also brings to the team a background as a leader in a brand wide General Manager Training Program.

Corbin Staniloff, Vice President Development

Corbin has been long-time development associate with MasterBUILT Hotels, officially joining the team in 2020. Corbin enhances the strength of the MasterBUILT team with his market knowledge and extensive sales and debt expertise. Corbin focuses on the development of core revenue streams from the bottom up and on new building opportunities as well as franchise and management contracts. Corbin has a wealth of industry experience as a Senior Associate in the hotel investments group in both Toronto and Vancouver with two national commercial real estate services firms: CBRE Hotels and Cushman & Wakefield. Prior to that, Corbin had great success as an underwriter and analyst for a commercial real estate mortgage brokerage, Largo Capital.

Bruce Mullet, Vice President Construction

Bruce brings over 30 years of experience in construction and other related fields in several industry sectors including residential and commercial construction, property management, and land and real estate development. Most recently Bruce has been the Project Manager on MasterBUILT Hotels' TownPlace Suites by Marriott in Fort McMurray, AB as well as Microtel Inn & Suites by Wyndham in Portage la Prairie, MB.

BRANDS



WYNDHAM

HOTELS & RESORTS



