



# TCRM Total Customized Revenue Management

## Does your hotel have a competitive advantage?

*TCRM's Revenue Management expertise and insight will put you a step ahead.*

TCRM is the hospitality industry's leading resource for all things Revenue Management. We create competitive advantages for our hotel partners through passion for winning, pursuit of constant improvement, and power to translate big-picture strategy into action across all levels of an organization.

### WHO WE SERVE:

- ✓ Individual hotel properties benefit from working with TCRM on short- and long-term revenue management engagements, whether they are branded or independent, large or small, full or select service.
- ✓ Hotel ownership groups deploy TCRM consultants to support investment goals across their portfolios.
- ✓ Management companies and brands trust TCRM to drive the results that produce profits across the enterprise.
- ✓ Executive leaders that invest in training and development resources for their revenue managers and teams

### HOW WE'RE DIFFERENT:

- ✓ Our consultants average 13+ years of experience in revenue strategy, we bring both robust technical know-how and strategic insight to every project.
- ✓ Our company is purpose-built for \*total\* revenue management, we take superior STR results to the next level by focusing on hotel profitability in addition to indexes.
- ✓ Our culture is centered on developing potential, we dig in, optimize every area, and innovate to find the best way forward.

### TRUSTED REVENUE RESOURCE FOR THE HOTEL BUSINESS:

The hotel companies that hire TCRM need better results than traditional single-hire solutions, or the cookie-cutter, low-touch options that brands provide. Our A-team of revenue management professionals solve problems, support your profit goals, and introduce new ideas and best practices to improve performance.

Schedule a free consultation to explore how TCRM's services can create competitive advantages for your hotel or portfolio.



#### Task Force RM

Fill short-term revenue managing gaps with expert support for branded and independent hoteliers.



#### Long-Term RM

Save time and money by outsourcing your revenue management tasks to industry revenue experts.



#### Strategic Guidance

Add firepower to your revenue generation with project-based consulting on systems, strategies, and solutions.



#### Acquisitions

Dive deep into market dynamics and opportunities for improvement for hotel openings and ownership changes.