



SHM

Superior Results. Guaranteed.





When Good Enough Isn't Good Enough

A surprising number of hotel owners, investors and developers today seem to be content with property management practices that merely minimize their losses, or maintain their market share. But a few operators contend that no system of property management can be called effective or successful unless it outperforms the market overall and *improves* their position within their competitive set.

It is to this challenge that SHM now rises, bringing the resources of one of the world's largest hospitality management companies, with a total commitment to every client's bottom line.



Only one thing matters
investors and
Performance

Superior performance.

Successful hotel owners, investors and developers in this market seeking an improved position within their competitive set need a new kind of partner—one with extensive resources and the expertise to lift total RevPAR. Such a partner is available, for the very first time, with a new approach and a guarantee of superior performance.

SHM is the management partner who can routinely guarantee to outperform your comp set, year-in and year-out. We're the management partner committed to growing your share of each and every guest's wallet, month by month and quarter by quarter.

SHM is, above all else, supremely competent—all conceivable management functions are addressed with professionalism and efficiency, while challenges you've never even imagined are not only addressed, but capitalized upon.

Dynamic marketing of your property and innovative management of its daily operations will go a long way toward

maximizing your revenue and market potential. The resources of the industry's most successful hospitality organization will help keep you there.

At SHM, we don't just commit to your success. We invest in your performance...and guarantee it.

Guaranteed.

Every property, market and investment is unique. Nonetheless, when we agree to manage your property, we also guarantee its superior performance. Of course, the *standard* competitive set for each property will differ, as mutually agreed, but let us be clear. We're in business to grow the real value of your investment. Managing your property effectively is simply the means to that end.



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The power of SHM.

“We expected competence from SHM. What we got was excellence, in terms of the big things like RevPAR, comp set performance and the rest...but also the little things. Properties took on the appearance of actually being cared for. Marketing seemed to reflect a greater confidence, which attracted a better clientele. Personnel were hired, trained, and retained much more effectively than before. And the real value of the properties grew, which translates into increased NOI. We have complete confidence in the management abilities of SHM and look forward to a continued partnership.”

Robert Alter
Executive Chairman,
Sunstone Hotel Investors

Since 1985, Sunstone Hospitality Management has steadily developed as a leader in the hospitality industry. The company has built a reputation for going well beyond the ordinary. Immaculate rooms, extensive amenities and impeccable service—the hallmarks of a well-managed property—are always to be expected in an SHM-managed property. Less expected, perhaps, is how quickly and professionally our team can rise to a challenge.

Review our case histories, and talk to any of our clients. You'll discover a common thread running through everything you hear about us.

We don't just promise. We don't just perform. We guarantee superior performance.

Your Choice.

For every owner, investor and developer in the hospitality space today, only one question really matters: how will you build the value of your investment?

RevPAR – SHM has demonstrated, through strong and weak markets alike, the ability to maximize revenue in any operation. It’s a matter of hard work, smart marketing and operational expertise.

Comp Set – speak with any of our clients. You’ll hear a consistent story of properties outperforming their comp set thanks to the unique applied expertise of SHM.

Wallet Share – what’s the point of attracting more guests if you can’t get the lion’s share of your present guests’ discretionary expenditures? SHM knows that making your property a desirable place to stay is often most immediately felt in the increased expenditures of your guests.

By any metric, the superior performance of SHM properties is not just hoped for, or “assured.” It is guaranteed. So the choice is yours—to continue as you are, or to commit to competence, performance and growth.

That’s SHM.





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