



Workshop Agenda

Arrival at Inn- Registration & Check-in

You may wish to arrive at the Inn the day before if you do not wish to be traveling early the morning of the workshop. Enjoy the inn and the area attractions!

8:30 am **Session I Innkeeping 101 – Industry Overview**

Seminar welcome, introductions

Lingo, Industry trends, setting financial and personal goals

9:00 **Session II Building the Profile of your Inn – Make it RIGHT for you**

Life Cycle of an Inn

To start up, convert, or to buy... THAT is the question!

Net Operating Income: Do you need to make money?

Important decisions: Size, location, food service, style

10:15 **Coffee Break**

10:30 **Session III Due Diligence - The Acquisition Process**

How do I find the inn I want? And who can help me?

How do I know if the price is fair? Valuation techniques

12:30 pm **Lunch**

1:30 **Session IV Inn Financing – What you need to know**

Where is the money coming from? And how much will I need?

How do I get a loan and who will give me one?

Business plans...the meat of the loan application process

3:00 **Afternoon Break**

3:15 **Session VI Inn Operations and Marketing – The Basics**

Processes routine to inn operations

Staffing the inn

Marketing your inn

5:00 pm **Adjourn**

You can always travel home tomorrow! Stay an extra night to explore the area and discuss YOUR plans to get into inn ownership.