

Inn Tune Up



A Service for Current Innkeepers for Increased Inn Performance and Growth

Innkeepers...Are your batteries running low? Maybe it is time for a jump start, a fresh look at your property and business from an outside source. The B&B Team's INN TUNE-UP™ may be just what you need. We can help you maximize your inn's business potential with our 225 point assessment.

- We will observe your **property on the outside** just as a new guest would to improve your visibility.
- We will observe your **common areas** for comfort, functionality, cleanliness and thoughtfulness.
- Since the guests' focus is on their individual room, we make a detailed 75 point inspection of each **guest room and bathroom**.
- No business can thrive without great **marketing**. A guest's additional important first impression is your **website**. We will critique the overall design appearance as well as navigation and content.
- We will also look at your use of other marketing tools essential for a successful business including **social media, print, email and logo items**.
- **Operations efficiency** observations include **housekeeping, laundry and repairs and maintenance**.
- Your **systems** used for **booking rooms, management guest records and accounting** is another area of importance we will look at.
- We will look at your **financials** for efficiency in the areas of **record keeping, tracking systems, chart of accounts and expenditures**.

All of this information put together paints a very detailed picture of the inn business and can illuminate opportunities to make the inn better. Like a sports car, the goal is to have the business hum along at peak profitability by helping guests have a first class experience.