



**WE LOVE MANAGING
HOTELS AND HAVE
FUN DOING IT.**

**OUR GUESTS SEE
THIS EVERYDAY.**

ATIRA HOTELS

Hotel Management and Development



WHY CHOOSE ATIRA HOTELS?

Atira Managed Hotels have results that speak most clearly about our hotel management abilities. We are a small, privately owned, principal-driven group that manages a select portfolio of hotels. We enjoy close personal relationships with our hotel owners and have generated strong investment returns.

Atira Hotels is one of the hotel industry's top hotel management, investment and development companies based out of Chicago, Illinois. Our principals have been involved in the development and operation of hotels from over twenty franchise brands in ten states and are currently managing and asset managing hotel properties throughout the United States.

Atira Hotels has a proven track-record in the management of top branded hotels, boutique hotels and independent hotels. We are an approved hotel manager for most major hotel brands and have worked in most segments of the hotel industry from limited service, to full service, to resort hotel operations.



HOTEL MANAGEMENT

FOR OWNERS BY OWNERS

Our day-to-day operations are run by hotel veterans, each who have been involved in the hospitality industry as an owner.

TRACK RECORD OF SUCCESS

- Our managed portfolio of hotels has far exceeded industry projections and averages in Revenue, GOP and Net Income
- Atira operates the top performing economy service hotel in the United States, as rated by Smith Travel Research
- Knowledge of the most current sales and marketing techniques has resulted in exceptional total revenue growth for our managed portfolio of hotels
- Combining extensive industry experience with hands-on management style, Atira is able to maximize profit opportunities at every stage of revenue flow

PERSONALIZED SOLUTIONS

We are a small business in which our principals are actively engaged in the supervision of each hotel. We don't operate with a 'rigid' structure of personnel, management approach and process.

INNOVATION TODAY

Warm and friendly greeting of guest, direct sales calls and clean hotel rooms will always be a necessity for success. However, we also follow trends and make sure that our operations are state-of-the-art and best in class in our industry. While most hotel general managers spend 15% to 25% of their time on administration or 'paperwork', our hotel general managers spend less than 5% of their time on administrative duties. This means our GMs are spending more time with the guests, their team and managing the actual operations instead of sitting in front of a computer.



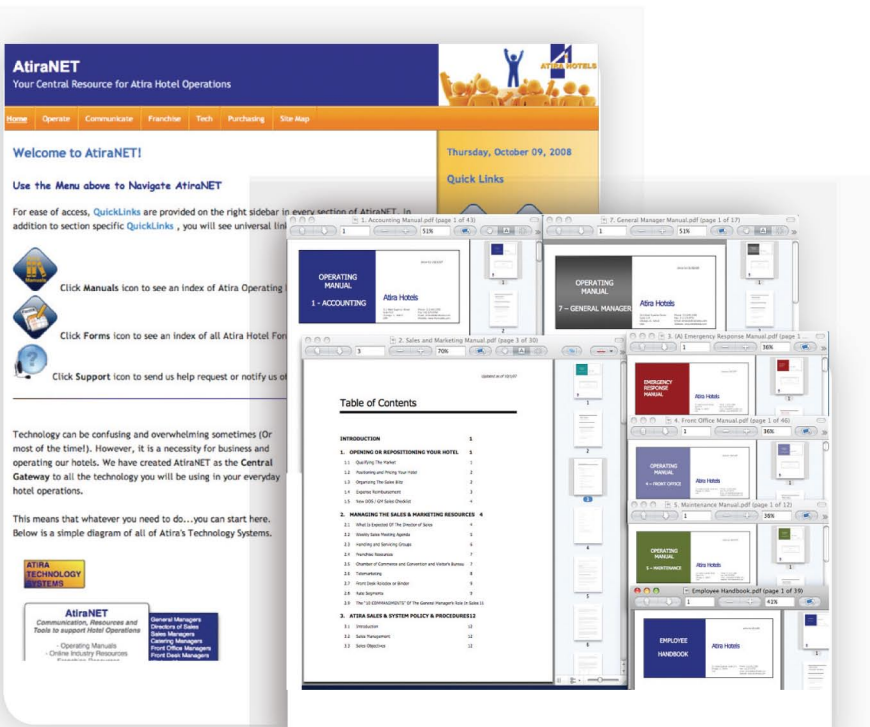
STANDARDS & SYSTEMS

Atria Hotels has developed sophisticated Standard Operating Manuals (SOPs) for all hotel departments based on 20 years of learning from involvement with over 45 hotels in 20 brand families. These resources are used at the property, with each department responsible for their SOPs and Risk Management Policies.

Our SOPs are online at **AtiraNET** for quick, searchable access to policies, guides and resources for our managers.

Atria hotels has studied the best practices of hotel brands and operators worldwide, and incorporated these findings into our operations. **AtiraNET** is the gateway for managers and employees to access tools, resources, reports and request assistance to ensure the optimal operation of their hotels.

Atria utilizes a CRM system called Daylite to collaboratively manage projects, tasks, appointments and opportunities for Sales, Operations and Capital Renovation. Each week, all managers received a summary of opening tasks (prioritized by importance and due date), upcoming appointments and project status.



PROFILE OF OUR MANAGEMENT TEAM



DANIEL BEIDER

Co-founder of Atira Hotels, Mr. Beider serves as a member of the investment committee. He has the primary responsibilities for the formulation and

implementation of Atira Hotels' hospitality strategy including site selection, brand selection, development strategy and joint venture partners. Mr. Beider is a founder and remains as Principal and Managing Director of Paramount Lodging Advisors, a full service global hotel real estate company, with specialties in hotel brokerage, capital markets and executive search. He holds a Bachelor's Degree from DePaul University in Chicago and also serves on the university's School of Hospitality Leadership advisory board.



DICK ROSS

Co-founder of Atira Hotels, he serves as a member of the investment committee. Mr. Ross has been a real

estate professional in Chicago for more than 30 years. He has handled many complex transactions for major institutional clients, providing confidential consulting services to corporate clients in the areas of development, finance and property management. As an investment principal, he has directed the development of new properties and the redevelopment of existing properties for alternative uses.



SANJEEV MISRA

Co-founder of Atira Hotels. Mr. Misra brings acquisition, development, operational and disposition experience to Atira Hotels. His background

covers a variety of disciplines including hotel valuation, project feasibility, vendor relations, budgeting, financial and operational analysis, hotel management and brand expertise. Mr. Misra also is a Principal in Paramount Lodging Advisors and received his Masters in Business Administration from the University of Michigan Ross School of Business. He also holds a Bachelor's Degree from Cornell University's School of Hotel Administration.



RUPEN PATEL

Co-founder of Atira Hotels and serves as a member of the investment committee. Mr. Patel is responsible for overseeing hotel

developments, and managing the pre- construction and construction work until hotel opening. He has been aggressively building hospitality properties in the United States, having an exclusive development agreement with Choice Hotels to develop Comfort Suites in New Jersey and to develop the Cambria Suites prototype property. Mr. Patel owns many different asset classes of real estate including hospitality, office, and retail. Mr. Patel is the Chairman and founder of Accurate Diagnostic Labs, Inc., and independent clinical laboratory servicing more than 100 physicians in New Jersey.

OUR SERVICE DISCIPLINES

Our management expertise covers the full spectrum of services needed to operate a successful hotel. Our team has a combined expertise of managing over 45 hotels under 20 franchise hotel brands



HOTEL OPERATIONS

BUSINESS PLAN

The strategic business plan for each hotel is the property's blueprint for success and guidebook for operations. The plan includes an operating budget, capital improvement budget, and sales and marketing plan. Each section details the specific actions and timeline that hotel management will take to achieve objectives stated in the business plan.

OPERATIONS

Atira Hospitality sets and monitors actionable costs controls and top line revenue strategies. Hotel performance is monitored through our manager's daily report that measures performance against set goals. Expenses are analyzed daily, weekly and monthly and control measures are established. An extensive Procedures manual is used by hotel mgmt.

PERSONNEL

More than any system or structure, we recognize that our people make the difference in operating our hotels and servicing the guests. We utilize profile testing to ensure that the best people are matched to positions in which they will succeed. We take an innovative approach to associate benefits and rewards with Atira Education and Atira Health programs.

RENOVATIONS AND PURCHASING

Atira leverages the latest technology and consolidated purchasing relationships to obtain economies of scale and industry best pricing.

ACCOUNTING

SERVICES

Atira provides centralized accounting services, resulting in lower administrative and payroll costs to the hotel and more accurate, and timely financial information. Central accounting closely monitors daily reports, supervises payroll processing, prepares bank reconciliations, files sales and use tax returns, pays vendors and manages hotel cash.

AUDITS

Audits are conducted quarterly. The audit includes a thorough inspection of the physical property, hotel cash handling and reporting, review of employment records, risk management program and compliance issues.

REPORTING

Monthly and Quarterly reports are provided showing analysis of present, past and projected performance. The quarterly report includes a manager's discussion of variances and future operating strategy.



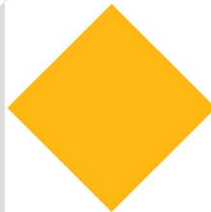
SALES

SALES & MARKETING

Sales efforts are focused both locally and nationally with emphasis on top feeder markets. Each hotel develops a marketing plan with action steps and a timeline supervised by the Regional Sales Coordinator.

ADVERTISING

Sales and Marketing works closely with graphic artist and social media partners to handle promotions including email, web, direct mail, print media, radio, television, billboards and sponsorships, memberships and strategic alliances.



A FEW OF OUR HOTELS

Atira hotels has studied the best practices of hotel brands and operators worldwide and incorporated these findings into our operations. AtiraNET is the gateway for managers and employees to access tools, resources, reports and request assistance to ensure the optimal operation of their hotels.



939 W. North Avenue
Suite 750
Chicago, Illinois 60642
info@atirahotels.com

www.atirahotels.com



Hyatt House
Schaumburg, Illinois



Hilton Garden Inn
Benton Harbor, Michigan



Hampton Inn & Suites
Deer Park, Illinois



Hampton Inn
Lees Summit, Missouri
Freeport, Illinois



Holiday Inn

Holiday Inn
St. Louis, Missouri
Youngstown, Ohio
Canton, Ohio



Fairfield Inn
Somerset, New Jersey



Holiday Inn Express
Birmingham, Michigan



Days Inn
Chicago, Illinois



The Imperia
Somerset, New Jersey